**WIC Breastfeeding Support**

***Sample content to use in communications targeted to potentially eligible participants and referral partners or service providers.***

Breastfeeding education and support are an important part of WIC’s mission to safeguard the health of children and families. Hunger Solutions New York’s [WIC Breastfeeding Education and Support](https://hungersolutionsny.org/federal-nutrition-programs/wic/resources/#breastfeeding) social media toolkit promotes the array of breastfeeding services offered by WIC. Messaging also touches on the health benefits of WIC, eligibility, and the ease of access WIC provides through modern and flexible services such as phone appointments, eWIC, and more. Use the content below to highlight WIC’s breastfeeding support in newsletters, emails, websites, and other communications.

***Sample content to use in communications targeted to potentially eligible participants:***

**~ 450 words**

**WIC: Breastfeeding Support for You and Your Family**

Are you pregnant and thinking about breastfeeding? WIC is here to support you on your breastfeeding journey. WIC provides healthy food, nutrition education, breastfeeding support, and referrals to helpful programs for pregnant, breastfeeding, and postpartum individuals, as well as infants and children up to age five. Even if you just found out you are pregnant, you can sign up for WIC and start talking with WIC staff about your breastfeeding goals.

Breastfeeding gives your baby a healthy start, and it’s good for you, too. From learning the basics to overcoming common challenges, WIC offers the knowledge, support, and encouragement you need to succeed. WIC can help you educate your family and friends so they can support you along the way. WIC can also teach you about breast pumps and even provide one if you need it.

When you are pregnant or breastfeeding, it can help to talk to other moms who understand what you are going through. WIC Peer Counselors are moms in your community who breastfed their babies. They offer tips, tools, and techniques to help you get a good start with breastfeeding and continue for as long as you would like. WIC Peer Counselors have flexible schedules and provide individualized support in person or by email, text, or social media.

Many families who are eligible for WIC may not know it. You may qualify if you are pregnant, breastfeeding, just had a baby, or raising children under age five. You can be eligible even if you have a job. If you receive SNAP, Medicaid, or TANF, you can automatically qualify for WIC. You can sign up for WIC as soon as you know you are pregnant.

Getting ready for a new baby can feel overwhelming. WIC makes it easy for you to sign up and participate. You can learn if you are eligible and enroll by phone from home or at a WIC office—your choice! Shopping with WIC is easy, too. Just swipe your eWIC card like a debit card at the register to buy your WIC food. WIC has plenty of flexible options to fit your needs, giving you more time for what matters most.

To learn more, visit [WICHelpNY.org](https://hungersolutionsny.org/find-food-help/wic/) and chat with Wanda, WIC’s virtual assistant. In less than three minutes, Wanda can tell you if you may be eligible and connect you with a WIC office. WIC is waiting to support you and your growing family!

**~ 300 words**

**Thinking about Breastfeeding? WIC Can Help!**

Breastfeeding your baby isn’t a journey you have to walk alone. When you sign up for WIC, you have a team of caring and dedicated experts and peers to guide you every step of the way. In addition to breastfeeding support, WIC provides nutritious food, nutrition education, and referrals to health care and other community services to help your family get the healthiest start possible.

From learning the basics to overcoming common challenges, WIC helps you meet your breastfeeding goals. WIC helps you educate your friends and family so they know how to support you. WIC Peer Counselors are moms from your community who have breastfeeding experience. They help you learn tips and techniques to breastfeed successfully and know how to encourage you when you hit bumps in the road. WIC can even help you continue breastfeeding when you go back to work or school.

As part of the WIC program, participants get nutritious food packages. Breastfeeding parents receive a larger amount and greater variety of food, including fruit, vegetables, whole grains, beans, canned fish, peanut butter, and other healthy options. When your baby is old enough, they get healthy food with WIC, too!

WIC has flexible options to work around your busy schedule. You can participate from the comfort of your couch with phone appointments and online nutrition education. If you prefer in-person guidance and support, you can visit a WIC office to meet with a nutritionist, breastfeeding Peer Counselor, or other WIC staff.

WIC is waiting to support you and your growing family! To learn more, visit [WICHelpNY.org](https://hungersolutionsny.org/find-food-help/wic/) and chat with Wanda, WIC’s virtual assistant. In less than three minutes, Wanda can tell you if you may be eligible and connect you with a WIC office.

**~ 175 words**

**You’re Giving Your Baby the Best Start Possible. WIC Can Support You Both**

Breastfeeding gives your baby a healthy start and is good for you, too. But it’s common to have challenges. WIC offers caring support from moms like you who have breastfeeding experience. Mom-to-mom support and encouragement can make a huge difference in helping you meet your breastfeeding goals. WIC can also teach you about breast pumps and even provide one if needed.

Beyond breastfeeding support, WIC provides healthy food, nutrition education, and referrals to helpful programs for pregnant, breastfeeding, and postpartum individuals, as well as infants and children up to age five. You can get started with WIC—and start talking about breastfeeding with WIC staff—as soon as you know you are pregnant. You must have an income below a certain amount to qualify, but many working families are eligible. You can automatically qualify for WIC if you receive SNAP, Medicaid, or TANF.

Getting ready for a new baby and caring for an infant can feel overwhelming. WIC makes it easy for you to apply and participate. You can learn if you are eligible and enroll by phone from home or at a WIC office—your choice!

To learn more, visit [WICHelpNY.org](https://hungersolutionsny.org/find-food-help/wic/) and chat with Wanda, WIC’s virtual assistant. In less than three minutes, Wanda can tell you if you may be eligible and connect you with a WIC office.

***Sample content to use in communications targeted to referral partners or service providers:***

**~450 words**

**WIC: Breastfeeding Support and More for Families**

WIC provides healthy food, nutrition education, breastfeeding support, and referrals to health care and social services to income-eligible families in New York State. For 50 years, WIC has worked to improve the health and nutrition security of children and families. Each month, New York State WIC currently serves more than 440,000 pregnant, postpartum, and breastfeeding individuals, infants, and children through their fifth birthday. To qualify, a family must have an income no greater than [185 percent of the federal poverty level](https://www.health.ny.gov/prevention/nutrition/wic/income_guidelines.htm) and be at nutritional risk. Families who receive Supplemental Nutrition Assistance Program (SNAP), Medicaid, and Temporary Assistance for Needy Families (TANF) are automatically income eligible.

Breastfeeding education and support are an important part of WIC’s mission to safeguard the health of infants and young children. Breast milk provides a mix of nutrients that best supports infant growth and development. In addition to its nutritional benefits, breastfeeding may protect against infections and allergies and is associated with a lower risk of asthma, obesity, type 1 diabetes, and sudden infant death syndrome (SIDS). Breastfeeding has health benefits for the mother, too. Breastfeeding may reduce the mother's risk of breast and ovarian cancer, type 2 diabetes, and high blood pressure.

WIC promotes breastfeeding and offers an array of support services to breastfeeding families. During and after pregnancy, WIC staff provide educational resources about the benefits of breastfeeding, address questions and concerns, and offer practical strategies to overcome potential challenges. WIC helps breastfeeding participants educate their support team, so family, friends, or partners understand how to help them along the way. Peer counseling offers support from moms with similar backgrounds who have breastfed. WIC can also teach you about breast pumps and even provide one if you need it. Breastfeeding parents also receive a larger food package and may be eligible for WIC for up to one year after giving birth.

In recent years, WIC has made it easier for families to access and participate in the program. WIC prioritizes participant choice, enabling families to enroll and participate by phone or in person at a WIC office. Online nutrition education allows families to access information and resources about healthy eating at their convenience. Shopping with WIC is fast and easy, too. Food benefits are added electronically to an eWIC card that families can use like a debit card. Participants simply swipe their eWIC card at the grocery store to buy WIC-approved foods.

With breastfeeding support, nutritious food, and more, WIC helps families give their babies the healthiest start possible. Families can chat with Wanda, WIC’s virtual assistant, at [WICHelpNY.org](https://hungersolutionsny.org/find-food-help/wic/) to learn more about WIC and get connected to a WIC office to start the application process. For outreach resources to promote WIC to potentially eligible participants, visit Hunger Solutions New York’s [WIC Resource Center](https://hungersolutionsny.org/federal-nutrition-programs/wic/resources/).