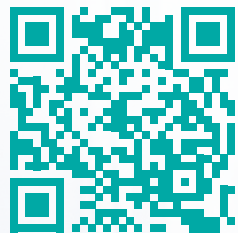


For more information about WIC and to see if you are eligible, scan the below QR code:



Need Support?

Don't be afraid to reach out to WIC concerning any breastfeeding challenges.

If you need help with breastfeeding, or have other questions please visit alabamapublichealth.gov/wic/clinic-directory.html or contact your local clinic today!

Breastfeeding Resources

Please visit our Alabama WIC website for information on the importance of breastfeeding and how we can support your breastfeeding journey.

alabamapublichealth.gov/wic/breastfeeding.html

As an additional breastfeeding resource, please visit USDA WIC Breastfeeding Support.
wicbreastfeeding.fns.usda.gov

ALABAMA
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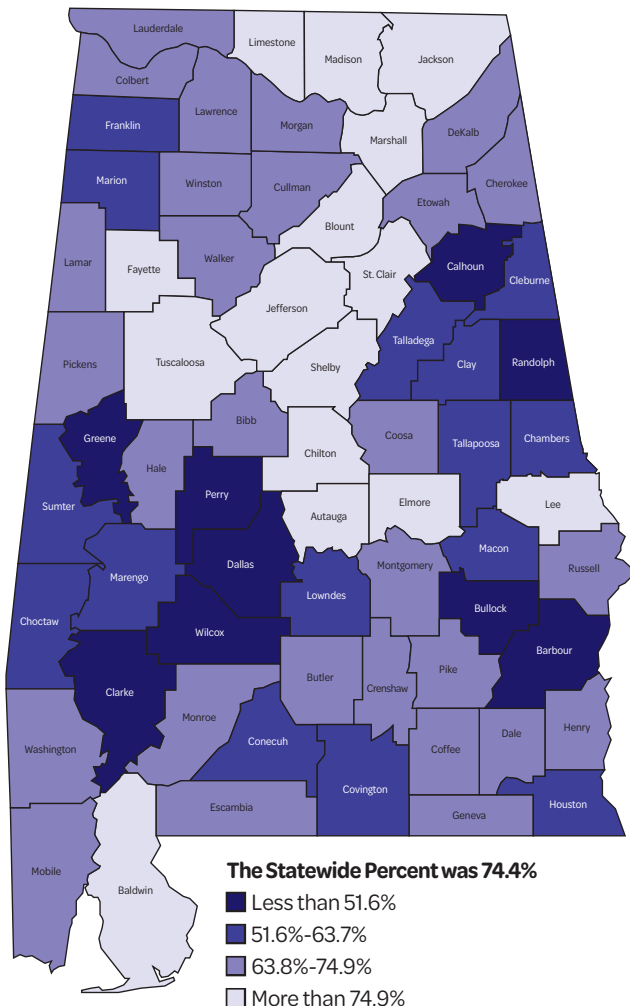
Growing Healthy Families Through Breastfeeding



How Does WIC Promote Breastfeeding?

- All WIC staff receive training to help moms manage common breastfeeding challenges.
- Breast pumps and supplies may be available to WIC mothers.
- Some clinics offer peer counselors with prior experience breastfeeding their own children.
- Breastfeeding mothers may receive WIC benefits longer.

Breastfeeding Initiation by County of Residence Alabama, 2023



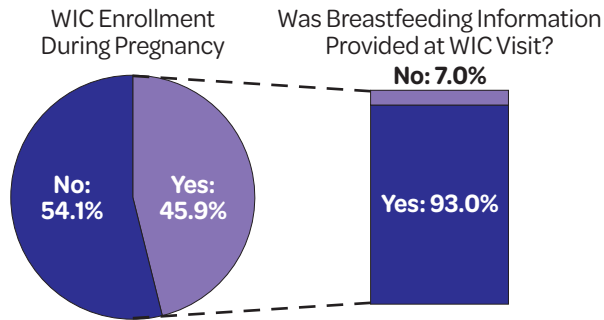
Sources: Alabama Department of Public Health, Center for Health Statistics
Alabama Department of Public Health, Office of Maternal and Child Health

Purpose of the Alabama Pregnancy Risk Assessment Monitoring System (AL-PRAMS)

The AL-PRAMS survey collects information about mothers' experiences and behaviors before, during, and after pregnancy to help improve the health of women and infants in Alabama.

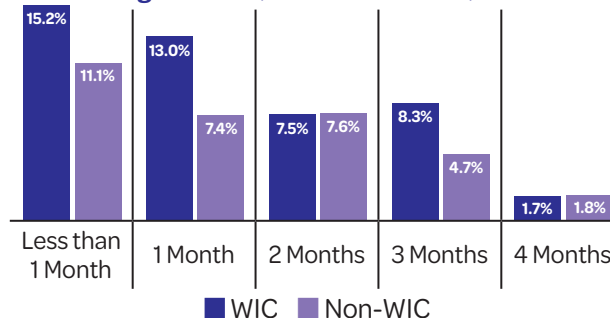
Completed surveys are used as a representation of what mothers across Alabama experienced during their pregnancy journey.

WIC Enrollment and Breastfeeding Resources Provided, 2023



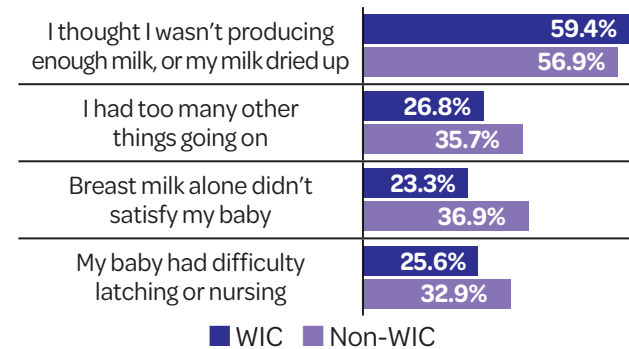
The impact of WIC coverage on breastfeeding duration and challenges to breastfeeding can be explored. The statewide percentages highlighted notable differences between mothers with WIC coverage and those without WIC coverage.

Breastfeeding Duration, WIC vs. Non-WIC, Alabama 2023



The PRAMS survey dives deeper into why some mothers had to stop breastfeeding their babies. If you feel discouraged towards breastfeeding, you are not alone.

Top Reasons I Stopped Breastfeeding, WIC vs Non-WIC, Alabama 2023



Note: Survey respondents can select multiple reasons why they stopped breastfeeding.

How to Address These Reasons?

I don't think I am making enough milk



Watch your baby's diaper output and weight gain, not just how full your breasts feel or how much milk you see coming out of your breasts. Feeding often helps build and maintain milk supply.

I had too many other things going on

Breastfeeding doesn't have to be all or nothing. Every bit of breastmilk provides benefits for your baby!



Breastmilk alone didn't satisfy my baby

Growth spurts can cause babies to feed more often for a few days. Frequent feeding does help increase the mother's milk supply.



My baby is having trouble latching

Small adjustments in positioning can make a big difference! Getting help early is important. Reach out to your WIC clinic if you have any issues with breastfeeding.

