



The WIC Wire

August is National Breastfeeding Month!

WIC promotes and supports breastfeeding as the normal way to feed our babies. We support mothers in their breastfeeding journeys by providing them with breastfeeding friendly clinics and trained breastfeeding peer counselors.



Key Points to Share with Your Breastfeeding Moms

- 8-12 feedings at the breast should be provided every 24 hours, or whenever the baby shows early signs of hunger such as increased alertness, physical activity, mouthing or rooting. Crying is a late sign of hunger in a newborn.
- In the early weeks after birth, non-demanding infants should be awakened to feed if 4 hours have elapsed since the beginning of the last feeding.
- Both breasts should be offered at each feeding for as long as the infant remains at the breast.
- Pacifiers and bottles should be avoided until breastfeeding is well established.
- It is recommended that all breastfed infants should receive 400 IU of oral vitamin D drops daily beginning in the first few days of life and continuing until the daily consumption of vitamin D-fortified formula or milk is at least one liter or quart per day.¹
- Complementary foods rich in iron should be introduced gradually beginning around six months of age.

A Few Benefits of Breastfeeding

- Breast milk contains antibodies to fight off viruses and bacteria, reducing the risk of: middle ear infections, colds, gut infections, SIDS, Crohn's disease, ulcerative colitis, necrotizing enterocolitis, asthma, eczema, atopic dermatitis and childhood cancers.
- Breastfed babies have more leptin (regulates appetite and fat storage) therefore lowering the risk of obesity in childhood.
- Breastfeeding reduces the risk of both breast and ovarian cancer, rheumatoid arthritis, lupus, endometriosis, osteoporosis, diabetes, cardiovascular disease and hypertension in mothers.
- Breastfeeding produces oxytocin, which helps to reduce the risk of post-partum depression and helps the uterus return to its typical size.²



The Breastfeeding Pocket Guide for Healthcare Providers

Distributed by NYS DOH, this resource provides everything providers need to guide patients into successful breastfeeding. From prenatal care, to birth in the hospital and then discharge from the maternity ward, it gives important breastfeeding information to share with patients. These critical points in a mother's breastfeeding journey can be supported by health care providers through needed counseling and support. It is vital that they have provider support in making breastfeeding the norm. Please consider printing this pocket guide to have it available as a reference when seeing expectant mothers. Breastfeeding Pocket Guide on Cornerstone WICStrong Website:

<https://www.wicstrong.com/wp-content/uploads/2022/05/BF-Pocket-Guide.pdf>

This Month's Nutrition Fast Facts Topic: Breastfeeding Benefits Statistics

Women: For every year a woman breastfeeds her risk of breast cancer is reduced by 4.3%.³

Infants: Premature infants fed human milk have a 50% lower risk of developing necrotizing enterocolitis (NEC) than when fed formula.⁴

Children: Breastfeeding is associated with a 31% risk reduction of childhood inflammatory bowel disease,⁵ and a 15-30% reduction in obesity rates.⁶

Citations:

1. <https://publications.aap.org/pediatrics/article/122/5/1142/71470/Prevention-of-Rickets-and-Vitamin-D-Deficiency-in>
2. Breastfeeding and the Use of Human Milk SECTION ON BREASTFEEDING; Arthur I. Eidelman, MD et al. *Pediatrics* (2012) 129 (3): e827–e841.
3. Collaborative Group on Hormonal Factors in Breast Cancer. Breast cancer and breastfeeding: collaborative reanalysis of individual data from 47 epidemiological studies in 30 countries, including 50302 women with breast cancer and 96973 women without the disease. *Lancet*. 2002 Jul 20;360(9328):187-95. doi: 10.1016/S0140-6736(02)09454-0. PMID: 12133652.
4. https://www.cochrane.org/CD002971/NEONATAL_formula-versus-donor-breast-milk-feeding-preterm-or-low-birth-weight-infants
5. Barclay, AR et al. Systemic Review: the role of breastfeeding in the development of pediatric inflammatory bowel disease. *J Pediatr*. 2009.155(3):421-426
6. Owen CG, et al. Effect of infant feeding on the risk of obesity across the life course: a quantitative review of published evidence *Pediatric*.2005;115(5):1367-1377

We thank you for your continued support and collaboration to provide the best services to your patients!

For hours of operation, more information, or patient and provider resources:
Visit our **WICStrong web page** at <https://www.wicstrong.com/agency/cornerstonefh>
Or **Cornerstone Family Healthcare's web page** at <https://cornerstonefamilyhealthcare.org>

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