WIC works by building a Breastfeeding-Friendly Community THROUGH CREATING VALUABLE PARTNERSHIPS

BUSINESS

• Child care centers
• Breast pump vendors
• Health Departments
• Retail stores

• Supermarkets
• Workplaces that employ large numbers of the WIC audience
• Local media groups such as radio, newspapers and television

COMMUNITY

• Community support groups addressing diverse needs
• Faith-based groups
• State breastfeeding coalitions
• Extension programs

• Child care programs
• Women’s service groups
• Colleges and Universities
• Representatives from health initiatives/task force

HEALTH RELATED PROFESSIONALS AND ORGANIZATIONS

• Hospital personnel
• Pediatric practices
• OB/GYN offices
• WIC clinics and program staff
• Lactation consultants, nurse managers and administrators

• HMOs or major health insurance companies
• Local chapters of the American Academy of Family Physicians, American College of Obstetrics & Gynecology and American Academy of Pediatrics
PUTTING IDEAS FOR BUILDING BREASTFEEDING PARTNERSHIPS INTO ACTION

BUSINESS
- Encourage breastfeeding friendly worksite initiatives at businesses and child care centers; provide information and resources to get them started.
- Start a breastfeeding follow-up support program for new moms.
- Award “certificates of recognition” for local businesses, community groups, worksites and advocates who have done something special to support breastfeeding.
- Share Loving Support tip sheets and brochures that address breastfeeding barriers and provide how-to tips on breastfeeding with local businesses.
- Invite child care workers to WIC breastfeeding trainings.
- Sponsor a breastfeeding information booth at a community or state health fair.
- Create a PSA to air on a local cable channel or radio station.
- Promote Loving Support in your area through the use of billboards, bus placards, or posters.
- Solicit a prominent local figure to act as a breastfeeding spokesperson and schedule community speaking engagements.
- Develop a breastfeeding video loop. Market the video to health centers, clinics, hospital waiting rooms, restaurants and retail stores.

COMMUNITY
- Establish a referral network that identifies local area breastfeeding help and resources such as WIC clinics, hospitals and pediatric groups.
- Start a recognition program for local community groups who are supportive of breastfeeding.
- Share breastfeeding resources with local support groups or clubs for working, teenage and/or new moms.
- Network with various women’s service organizations such as Junior League, hospital auxiliary and alumni associations.
- Invite child care workers to WIC breastfeeding trainings.
- Sponsor a breastfeeding information booth at a community or state health fair.
- Create a PSA to air on a local cable channel or radio station.
- Promote Loving Support in your area through the use of billboards, bus placards, or posters.
- Solicit a prominent local figure to act as a breastfeeding spokesperson and schedule community speaking engagements.
- Develop a breastfeeding video loop. Market the video to health centers, clinics, hospital waiting rooms, restaurants and retail stores.

HEALTH-RELATED PROFESSIONALS & ORGANIZATIONS
- Distribute breastfeeding reference resources to health care providers.
- Support and encourage the Baby Friendly Hospital initiatives in your community.
- Train local WIC staff using the Loving Support Grow and Glow in WIC breastfeeding competency training.
- Arrange to speak to a college or university dietetics, nursing, public health or medical class.
- Share the “Partnering with WIC for Breastfeeding Success” video with local health care professionals and organizations.
- Spread the word about breastfeeding by writing a blog, posting a tweet or authoring a column for a hospital newsletter.
- Ask a lactation consultant, such as an IBCLC, to serve as the breastfeeding expert for area physicians’ offices; promote access to breastfeeding experts in your community.
- Participate as a guest speaker at in-service breastfeeding trainings for Early Head Start, Healthy Start and/or hospital labor & delivery, postpartum and newborn nursery staff.