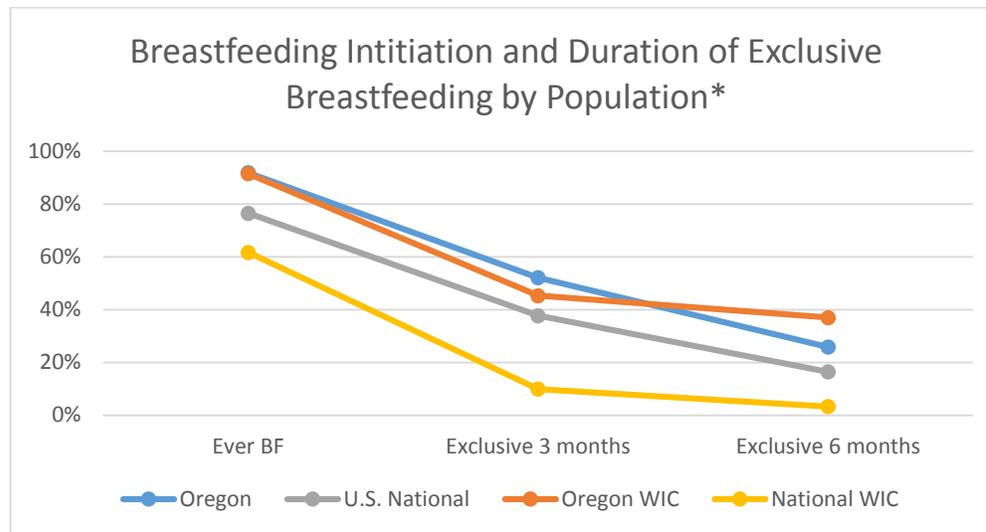


In the 2014 CDC Breastfeeding Report Card, Oregon’s breastfeeding rates are once again some of the highest in the nation and exceed all of the Healthy People 2020 breastfeeding benchmarks. The data also indicates that lower income women in Oregon initiate and sustain breastfeeding at a rate comparable to higher income women, whereas in most other states there is a wide gap between these two groups.



*Centers for Disease Control & Prevention 2014 Breastfeeding Report Card; CDC National Immunization Survey- 2010 births

Oregon WIC promotes breastfeeding as the norm for infant feeding. WIC has taken multiple policy steps to align daily clinic operations and implement evidence-based strategies to protect and support breastfeeding:

- **Professional lactation support** --32 local WIC staff have obtained the International Board Certified Lactation credential (IBCLC) with financial and technical assistance from state WIC.
- **Prenatal breastfeeding education** -- Each month, WIC clinics provide over 50 free prenatal breastfeeding preparation classes, giving families support for breastfeeding statewide.
- **Peer support for breastfeeding** -- Breastfeeding peer counselors provide additional support in 10 local WIC agencies.
- **Education of health care providers** --The State WIC staff teach a free 3-day Breastfeeding Basics twice a year that is open to staff from WIC, Head Start, Healthy Start, public health nursing programs and hospitals.
- **Enhanced food package** -- Women who exclusively breastfeed their infants receive an enhanced food package designed to meet their nutritional needs.
- **Breast pumps** – Local WIC agencies can provide manual, personal double and hospital–grade breast pumps to WIC participants who do not qualify for a pump through their insurer.

For more information:

<http://public.health.oregon.gov/HealthyPeopleFamilies/Babies/Breastfeeding/Pages/index.aspx>