

Breastfeeding Promotion, Education and Support

What is the purpose of the program?

To provide breastfeeding information, education, and support to pregnant and breastfeeding women

What does the program do?

Every pregnant woman receives education on infant feeding choices, why breastfeeding is the preferred method, and information about overcoming barriers to breastfeeding. Assistance includes counseling, telephone support, and referrals for breastfeeding women, and may also include providing breast pumps. The program includes working with the community, hospitals, and medical practices through coalitions and direct communication. The program provides training to staff as well as other interested professionals and community members. In some areas there are hot-lines and Peer Counselor programs. Community education is provided through health fairs, news articles and other media-related events. These activities are carried out primarily by the Georgia Women, Infants and Children (WIC) Program.

How many people are helped by the program?

The Georgia WIC Program served a total of 47,938 pregnant women and 37,097 breastfeeding women during federal fiscal year (FFY) 2008.

Why is the program important?

Breastfeeding has been shown, through numerous studies, to improve the health and development of infants and children, including prevention of obesity later in life. Breastfeeding infants have fewer sick visits to the doctor, which results in substantial savings of health care dollars. In addition, there are significant savings for families who breastfeed due to the cost of infant formulas, equipment and supplies necessary to formula-feed. Exclusive breastfeeding in the first six months is environmentally friendly. There is less pollution from manufacturing and shipping infant formula and less waste from cans, labels and packaging.

Who is eligible?

Pregnant and breastfeeding women who meet residence, income, and nutrition-risk standards are eligible for breastfeeding services through the Georgia WIC program. In addition, all Georgia citizens are eligible to receive information and support regarding breastfeeding through community outreach efforts.

Where are services located?

Statewide. To locate services by county visit http://health.state.ga.us/wic_clinics/clinic_lookup.aspx

Outcome measures

- Increase the percentage of mothers who breastfeed their infants at hospital discharge
- Increase the breastfeeding initiation rate among women enrolled in the Georgia WIC program
- Increase the percentage of women in WIC who continue breastfeeding for at least 6 months

Legislative authority:

Federal Child Nutrition Act of 1966

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