



Mom and Baby Messages

Below are typical contacts that staff will have with mom and baby, prenatally and through the first year of life. Key messages are listed for each contact as talking points to prepare participants for the upcoming food package changes. These messages may help inform breastfeeding moms that they will not routinely receive formula in the first month as well as highlight the breastfeeding support services at your agency and the increased food benefits that baby and mom will receive. They also give formula feeding moms forewarning of the decrease in formula amounts provided by WIC throughout the baby's first year. Some open-ended questions and dialogue suggestions are also provided.

Certification Visit

Suggested Questions:

- ◆ What have you heard about breastfeeding?
- ◆ What are your thoughts about breastfeeding this baby?
- ◆ What were your previous breastfeeding experiences, like with your last baby?
- ◆ What was the best thing about breastfeeding? What was the most challenging?

Key Messages:

- ◆ If you only feed your baby breastmilk you will receive greater variety and more food in your food package.
- ◆ WIC does not routinely provide any formula to breastfed babies in the first month. This will build and protect your milk supply and give you and your baby time to learn how to breastfeed.
- ◆ WIC provides support and services when you breastfeed your baby.
- ◆ If you choose to give your baby formula, WIC may not provide all the formula your baby needs. Formula amounts vary by your infant's age and nutritional needs.
- ◆ Your baby will begin receiving baby foods and cereal from WIC at 6 months.

Trimester Check

Suggested Questions:

- ◆ Have you thought any more about breastfeeding?
- ◆ Have you made a decision about breastfeeding?
- ◆ What are your breastfeeding goals?
- ◆ What questions or concerns do you have about breastfeeding?

Key Messages:

- ◆ WIC provides these benefits and support services when you breastfeed your baby
 - More food, more variety
 - Caring staff that can help answer your breastfeeding questions
 - Breast pump programs
 - Help when having any problems while breastfeeding
(Insert additional services your agency provides)



Key Messages (continued):

- ◆ WIC does not routinely provide any formula to breastfed babies in the first month. This will build and protect your milk supply and give you and your baby time to learn how to breastfeed.
- ◆ If you choose to give your baby formula, WIC may not provide all the formula your baby needs. Formula amounts vary by your infant's age and nutritional needs.
- ◆ Your baby will begin receiving baby foods and cereal from WIC at 6 months.
- ◆ Babies that only receive breastmilk (no formula) receive twice as much baby fruits and vegetables and also baby meats.

Post-partum Mom and Infant (Birth-2 months)

Suggested Dialogue:

- ◆ Offer congratulations and praise to breastfeeding moms and answer any questions they have. Refer to lactation specialist or RD if you cannot answer questions.
- ◆ If the mom has to return to work or school soon, discuss with her your agency's breast pump program. Discuss her breastfeeding goals and her feelings about pumping and storing breastmilk while she is away from her baby.
- ◆ Offer mom the *Healthy Habits Every Day* education message – via WIF insert, discussion using circle chart, 1 on 1 worksheet, or Simple Dialogue Session (see HHED Facilitator's Guide).

Key Messages:

- ◆ That's great that you are giving your baby only breastmilk. Feeding your baby only breastmilk gives your baby the right amount of nutrients to grow and be healthy. You will continue to receive the greatest variety and the most food in your food package and breastfeeding support and services until your baby is one year old. Your baby will also receive twice as much baby fruits and vegetables, and also baby meats, in his food package when he turns 6 months.
- ◆ If you plan to feed your baby both breastmilk and formula, WIC will not routinely provide you formula in the first month, to protect and build your milk supply and give you and your baby time to learn how to breastfeed. You can start receiving some formula from WIC in the second month.
- ◆ If you choose to give your baby formula, WIC may not provide all the formula your baby needs every month. Formula amounts vary by your infant's age and nutritional needs.

Infant 3-5 Months

Key Messages:

- ◆ All babies will receive iron fortified infant cereal and baby food fruits and vegetables at 6 months.
- ◆ If your baby only takes breastmilk (no formula), she will receive twice the amount of baby food fruits and vegetables, and also baby food meats, in her food package.
- ◆ Because all babies are different, WIC may not provide all the formula your baby needs. You may have to buy more formula to meet your baby's needs.
- ◆ WIC will no longer provide juice for babies under 12 months to align with the American Academy of Pediatrics recommendation. Your baby does not need juice.



Infant 6 Months

Key Messages:

- ◆ All babies will receive iron-fortified infant cereal and baby food fruits and vegetables. If your baby only takes breastmilk (no formula) he receives twice the amount of baby food fruits and vegetables, and also baby food meats, in his food package.
- ◆ Your baby will receive pureed baby foods from WIC. This is the right texture for now. Later your baby will move on to other textures.
- ◆ WIC provides enough baby food to get your infant started off right. As your baby eats more, the foods WIC provides will not be enough.
- ◆ As your baby eats more food, he will drink less breastmilk and formula.
- ◆ The amount of infant formula you receive will decrease as your baby gets older, starting when your baby is 6 months old.
- ◆ Because all babies are different, WIC may not provide all the formula your baby needs. You may have to buy more formula to meet your baby's needs.
- ◆ WIC will no longer provide juice to babies under 12 months, to align with the American Academy of Pediatrics recommendation. Your baby does not need juice; you can offer your baby water in a cup.

Infants 7-11 Months

Key Messages:

- ◆ The amount of infant formula you receive will decrease as your baby gets older, starting when your baby is 6 months old.
- ◆ Because all babies are different, WIC may not provide all the formula your baby needs. You may have to buy more formula to meet your baby's needs.
- ◆ As your baby eats more food, he will drink less breastmilk and/or formula.
- ◆ Your baby will still receive pureed baby foods from WIC. Your baby is now ready to try other textures too. You can start introducing mashed and then chopped table foods.
- ◆ One way you can still use your pureed baby foods is by mixing them with these table foods.
- ◆ Do not give cow's milk until baby is around one year old.