

World Breastfeeding Month



SAFE: because breast milk provides protection against common illnesses such as respiratory illnesses (colds, flu, and pneumonia), intestinal illnesses (vomiting and diarrhea) and ear infections.

SOUND: because the nutrients found in human milk are made just for human infants. Breast milk is continually changing to meet the needs of the growing child.

SUSTAINABLE: because breastfeeding provides an infant with a source of food as breast milk is always available.

The aim of this year's theme, *Exclusive Breastfeeding: the Gold Standard*, is to help everyone to understand about exclusive breastfeeding and to believe in its benefits. Help WIC celebrate World Breastfeeding Month by finding ways to support and encourage mothers to breastfeed.