



Association Update

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NWA Infographic: How the WIC Program Supports Breastfeeding

We can expect to see a global spotlight on breastfeeding as organizations and communities around the world host events to celebrate *World Breastfeeding Week*, which begins today.

Even though more than half of our nation's infants are enrolled in WIC, many outside the Program are still unaware of all the breastfeeding promotion and support services that WIC provides. As the WIC Community works diligently to promote breastfeeding, **NWA** wants to ensure the Program is recognized for its breastfeeding efforts and accomplishments.

To that end, **NWA** has created an [infographic](#), "**How the WIC Program Supports Breastfeeding**" to showcase WIC's breastfeeding support efforts during *World Breastfeeding Week*. This graphic enables a great amount of information to be conveyed quickly and clearly.

We ask that you share this infographic using the [link to this page](#) or share the [image](#) itself via social media, email, or your own website to inform others of the prominent role WIC plays in improving breastfeeding rates across the nation.

The breastfeeding infographic will be housed in the Advocacy section of the **NWA** website - under Breastfeeding Resources: <http://nwica.org/?q=advocacy/infographic>. It is available as a web-version image and as a printable two-page PDF.

We hope you find this visual representation useful. Please email slee@nwica.org with any questions or comments.