

## Navigating the

# WIC SHOPPER BREASTFEEDING ICON

### Step 1: Log into WIC Shopper



Look for the breastfeeding icon

### 2: Click on the breastfeeding support icon



Breastfeeding Support

## Explore Features



### Find a WIC breastfeeding counselor

- Breastfeeding peer counselors are mothers in the community with breastfeeding and WIC experience. They are trained to give you information and support throughout your breastfeeding journey.
- Lactation consultants are certified to address complex breastfeeding challenges such as low weight gain, low milk supply and persistent pain.



### Breastfeeding Basics

Click on a topic to learn more:

- Planning for Your Delivery
- How much milk your baby needs
- How milk is made
- Sore nipples
- Engorgement
- Steps and Signs of a Good Latch
- Low milk supply
- Dealing with judgement
- Taking care of you
- Breast and nipple size and shape
- Plugged ducts, mastitis, and thrush
- Employment and leave time in New Jersey



### Topics covered in virtual prenatal breastfeeding support groups

- Tips on getting breastfeeding to a good start
- Setting a birthing plan
- What to expect at the hospital
- How to incorporate breastfeeding into your life
- What to do when breastfeeding isn't going well
- Finding a breastfeeding support community
- Breast pumps available through your insurance
- Get help selecting a good breast pump
- Talking to your family about breastfeeding
- Answers to your breastfeeding questions and more
- Click **HERE** for information about WIC virtual group sessions

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