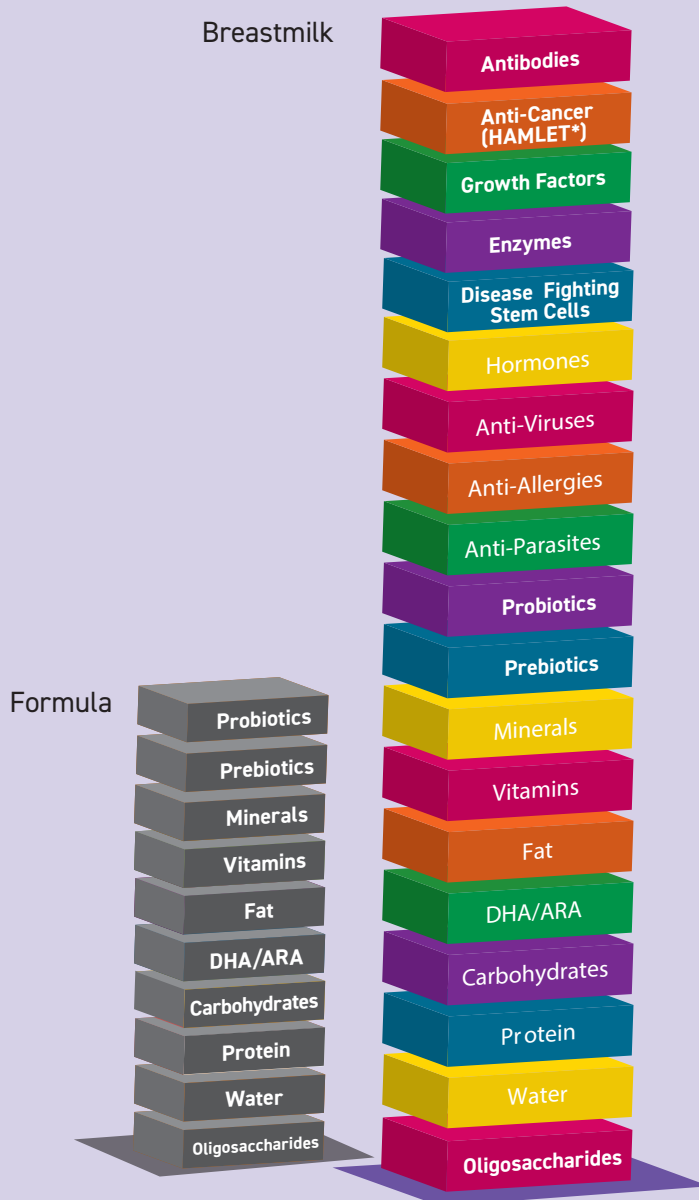


Benefits of Breastfeeding for Moms:

1. Cost – free, made by mom, designed for the baby.
2. Good for Environment – ready 24/7 at the perfect temperature; no need to prepare; no waste.
3. Mom's Health – lower risk of Type 2 diabetes, certain types of breast cancer and ovarian cancer.

COMPARING BREASTMILK TO FORMULA



* Human Alpha-lactalbumin Made Lethal to Tumor cells

CONTACT US

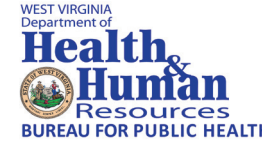
**Office of Nutrition Services
West Virginia WIC Program**

Call 1-844-601-6881 or 304-558-0030

Email dhhrwic@wv.gov

Visit dhhr.wv.gov/wic

Participant Portal www.household.wvdhhr.org



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Program information maybe made available in languages other than English. Persons with disabilities who require alternative means of communication to obtain program information (e.g., Braille, large print, audiotope, American Sign Language), should contact the responsible state or local agency that administers the program or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339.

To file a program discrimination complaint, a Complainant should complete a Form AD-3027, USDA Program Discrimination Complaint Form which can be obtained online at: <https://www.usda.gov/sites/default/files/documents/USDA-OASCR%20P-Complaint-Form-0508-0002-508-11-28-17Fax2Mail.pdf>, from any USDA office, by calling (866) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of an alleged civil rights violation. The completed AD-3027 form or letter must be submitted to USDA by:

(1) mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410; or

(2) fax: (833) 256-1665 or (202) 690-7442; or

(3) email: Program.Intake@usda.gov

This institution is an equal opportunity provider.

BF-54 (8/2022)



Human milk, formula or both...

GET THE FACTS!

Babies are born to be breastfed.



QUESTIONS AND ANSWERS

Q: *If I breastfeed and give formula, will my baby get the best of both worlds?*

A: Breast milk has everything that a baby needs for the best growth and development. Formula is not the same as breast milk. Giving even some formula dilutes the amount of breastmilk and health factors it provides. (See the Comparing Breastmilk to Formula chart for comparison.)

Q: *I've seen formula advertisements that say formula can help my baby be less fussy, less gassy, spit up less, and help with colic. Is this true?*

A: Formula companies are experts at marketing. They are trying to sell you a product and make claims to create doubt about the completeness of breast milk. Although the claims make it sound like formula can solve common infant concerns, babies who are fed formula are actually more likely to have these problems. Often if babies start formula, they will have to switch formulas several times before finding one they can tolerate. Breastfeeding (and NOT feeding any formula) is the best way to prevent these challenges.

The American Academy of Pediatrics States:

- Exclusive breastfeeding for about 6 months, followed by continued breastfeeding as complementary foods are introduced. Breastfeeding should be continued for 2 years or longer, as desired by the mother and infant.
- To help get breastfeeding off to a good start, babies should have skin-to-skin contact with their mothers for the first hour after delivery and as often as possible in the early weeks while breastfeeding is being established.

Q: *Will I need formula if I don't make enough milk?*

A: You can increase your milk supply by nursing more often for a while. When you give your baby formula, your body makes less milk. Breast size and family history do not affect your milk supply. Cold or hot weather will not cause your breast milk to dry up either. Monitor your baby's wet diapers, bowel movements and call your pediatrician or WIC office to check your baby's weight to know they are growing well.

Q: *I'm concerned my milk isn't good for the baby because I don't eat healthy foods and sometimes have angry thoughts and feelings.*

A: Mothers do not have to eat a perfect diet to make nourishing milk for their babies. Your body uses the best of whatever you eat to make the perfect milk for baby. Eating as healthy as you can will help you feel better and ensure that you have more energy to devote to parenting.

Q: *How can I breastfeed if I go back to work or school?*

A: Breastfeeding while at school or work is good for you and your baby. You will feel closer to your baby even though you are separated. Pumping your milk and having caregivers feed your milk from a bottle is one option. Talk to your pediatrician or WIC staff about breast pump options.



WHAT YOU MAY NOT HAVE HEARD ABOUT GIVING FORMULA

Formula fed babies are at higher risk for:

- 60% greater risk for ear infections
- 40% greater risk for diabetes
- 250% greater risk for hospitalization for asthma or pneumonia
- Constipation, diarrhea, colic and spitting up
- Allergies and eczema
- SIDS, leukemia, cancer, overweight and obesity and high cholesterol
- Lower intelligence scores

Breastfed babies are at lower risk for¹:

- Asthma
- Leukemia (during childhood)
- Obesity (during childhood)
- Ear infections
- Eczema (atopic dermatitis)
- Diarrhea and vomiting
- Lower respiratory infections
- Necrotizing enterocolitis, a disease that affects the gastrointestinal tract in premature babies, or babies born before 37 weeks of pregnancy
- Sudden infant death syndrome (SIDS)
- Type 2 diabetes

Other disadvantages of formula:

- Formula costs between \$2,000 to \$5,000 a year! WIC formula is supplemental and does not provide 100% of infant formula needs each month.
- Dirty diapers smell much worse than diapers of breastfed infants.
- No protection against breast cancer, ovarian cancer, osteoporosis or diabetes.
- Longer healing time after delivery.
- Formula cans create 87,230 tons of landfill waste a year!
- Additional preparation time to buy, mix and warm.
- Additional cleaning time to wash bottles and nipples.

1. Office of Women's Health womenshealth.gov