


## Updates to WIC Automatic Eligibility!

Enrollment in specific programs can mean automatically qualifying for WIC!

- Having a child in Head Start/Early Head Start automatically qualifies all household members categorically eligible. 
- A household member who participates in Essential Plan Health Insurance Levels 1, 2, 3, or 4 automatically qualifies all household members categorically eligible.
- A prenatal (or up to 12 months postpartum) household member who participates in Essential Plan Health Insurance Level 200-250 while pregnant qualifies all household members categorically eligible.

WIC serves prenatal, postpartum, and breastfeeding individuals, in addition to infants and children up to 5 years old in NYS.



## October is Breast Cancer Awareness Month!

Did you know breastfeeding can lower a woman's risk of breast cancer?

This is related to the estrogen hormone. Estrogen levels are reduced during breastfeeding, which decreases lifetime exposure to the hormone which is a known risk factor for breast cancer. Additionally, breastfeeding promotes healthy cell turnover, replacing damaged cells that could become cancerous. For more information scan the QR code below!

### Reduce Your Breast Cancer Risk



Our social media pages can keep you up to date on nutrition, health, breastfeeding, community, and WIC specific information!



Facebook:  
SPCC WIC



Facebook Group:  
WIC Moms Talk  
Breastfeeding



Instagram:  
spcewic



<https://www.spcc-roch.org/programs/wic/>

Phone 585-394-9240

Text 585-481-8488

## Questions about WIC?

SPCC WIC is available to answer general WIC questions, provide in-service training and/or to deliver outreach materials to your office.

You can reach the Outreach Coordinator Brittany at 585-394-9240 ext 205 and our Outreach Team by e-mail at

[WICoutreach@spcc-roch.org](mailto:WICoutreach@spcc-roch.org)

Community  
**OUTREACH**





# Breastfeeding Support with WIC!



## Breastfeeding Services & Support

### Breastfeeding-Friendly WIC Clinics

WIC offices are staffed with trained breastfeeding experts, nutritionists, and Certified Lactation Counselors (CLC) who offer personalized guidance, help with latch issues, supply concerns, and more. All WIC staff receive annual breastfeeding and participant centered service training.



### Peer Counseling Program

Peer counselors—experienced moms trained to support participants through pregnancy and beyond. They offer one-on-one guidance, encouragement, and practical tips, and can be reached outside regular office hours. They are trained on when to yield and refer participants to other staff, such as the Designated Breastfeeding Expert for support.

Peer counselors often reach out shortly after delivery and stay connected to help participants reach their goals!

### Designated Breastfeeding Experts

For complex concerns, WIC can connect participants with specially trained experts who address challenges like low milk supply, painful nursing, and infant weight gain.

### Referrals & Broader Support Services

WIC connects participants with home visiting programs, childbirth or parenting classes, healthcare referrals, and other resources like Medicaid, SNAP, and immunizations. Seeing each participant as a whole helps provide individualized support to help them reach their goals.



## Tailored Benefits & Nutrition Support

### Prenatal Breastfeeding Education

Clinics offer educational materials and talk about breastfeeding during prenatal appointments, providing anticipatory guidance for participants. This includes information and resources on nutrition, positioning, family support, and early challenges.



### Enhanced Food Package for Breastfeeding Participants

Breastfeeding individuals receive extra nutritious foods—such as milk, cheese, yogurt, whole grains, eggs, and cash-value benefits for fruits and vegetables (higher allotments than non-breastfeeding participants), plus canned fish for fully breastfeeding participants.

### Pump Support and Education

#### WIC Provided Breast Pumps

WIC provides breast pumps free of charge, including manual, electric, or even hospital-grade pumps depending on assessed need, work or school schedules, and feeding goals.



#### Pumping Support & Workplace Guidance

Resources to help manage breastfeeding after returning to work or school—including:

- Instructions on milk expression and storage
- Tips for talking with employers about pumping breaks and accommodations
- Continued access to peer counselors and lactation experts for problem-solving



## SPCC WIC YouTube!

SPCC WIC staff have created a YouTube page ([www.youtube.com/@spccwic](http://www.youtube.com/@spccwic)) with informational videos about the WIC Program. At the QR code to the left, you can find videos with information on the Medical Documentation Form, WIC Medical Referral Form, the shopping experience, and WIC Program Orientation!



## Your commitment to mothers, caregivers and young children powerfully impacts our nation's families. Read this WIC participant's reflection on the WIC experience:

*Without WIC, I never would have breastfed. WIC provided me with a pump to be able to work and nourish my son. I truly appreciate the program, and without WIC, my son and I wouldn't be as healthy and happy. I appreciate WIC so much in that I now have a job that enables me to help other moms breastfeed.*

- WIC Participant

