

Santa Clara County WIC

Santa Clara County WIC collaborated with other Public Health programs that support breastfeeding to provide breastfeeding information on August 3, 2015 at tables in five health clinics that include WIC sites. Tables included lactation support, information handouts, and a children's table to color BF children pictures, all to increase awareness about breastfeeding.

Events were held at 5 of 7 WIC sites: Tully, East Valley, Gilroy, Sunnyvale and Milpitas. We also held a staff meeting that same day, therefore staff attending that meeting also showed their support by wearing the 2015 WBW logo on their shirts. Some of the non-WIC departments showed their support by:

- providing breastfeeding support handouts
- offering incentives for visitors who played a wheel by answering breastfeeding questions and also completed a survey on how they were supported to breastfeed
- answering questions from pregnant or breastfeeding moms/families
- signing a pledge on how they can support breastfeeding.

Tables were set up in the main lobby to each clinic where other departments are also located (public health, pediatrics, OB-Gyn, etc.). WIC staff also explained how to enroll on WIC for families that were eligible and not yet enrolled.

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