

## Sharing and Promoting Breastfeeding in Indian Tribal Organization (ITO) WIC Programs

Breastfeeding Teleconference  
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1

## Sharing and Promoting Breastfeeding in Indian Tribal Organization (ITO) WIC Programs

- Breastfeeding Peer Counselor Programs
- Breastfeeding Educational Materials
- Breastfeeding Posters
- Breastfeeding Calendars
- Trainings/Breastfeeding Educator Courses
- USDA/FNS sponsored workgroup

2

## ITO and State WIC Programs Collaborate with USDA/FNS to promote Breastfeeding

- Citizen Potawatomi Nation (OK)
- Chickasaw Nation (OK)
- Wichita, Caddo, & Delaware Tribes (WCD)  
(OK)
- Five Sandoval Indian Pueblos (NM)
- States – TX, OK, NM, AR, LA

3

## Working to Enhance Breastfeeding in the Southwest

4

# WEBS

By Cheryl Richardson 2006

Strands that are connected,  
Linked together between,  
We all work together,  
A web of support are we -  
For Moms who are breastfeeding,  
Their precious babies too,  
And the pregnant woman wondering  
What's the best thing to do.

5

## Breastfeeding Education Bag



6

## The Bag



7

## Breastfeeding Help Tips Cards



8



9



10





13



14

## Collaboration Helps to Combine Resources

- Funding
- Staff/Staff Time
- Education
- Knowledge
- Ability to Procure/Produce Materials
- Various other Resources
- Pregnant and breastfeeding women hear the same supportive breastfeeding message from everyone

15

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16