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
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

Working to Enhance Breastfeeding in the Southwest
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.

Breastfeeding Education Bag

Cheryl Richardson, BS, IBCLC, RLC
The Bag

Breastfeeding Help Tips Cards

Cheryl Richardson, BS, IBCLC, RLC
Just for Dad

Just for Grandparents

Dad

Grand

Breast Milk

Cheryl Richardson, BS, IBCLC, RLC
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

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