If you work in WIC, then you have heard at least one, if not 100 interesting stories from WIC, participants about what a provider told them to do or not do around breastfeeding. Anecdotally, the stories range from extremely supportive to not supportive, and the WIC participants’ reports can often sound like the providers gave downright misinformation.

WIC always keeps in mind that what the participant is reporting is their perception of the information given; however, the reports can be disheartening due to non-evidence-based information being reported as given by providers. As WIC sets out to offer education to providers, this research will be able to provide providers with quantifiable and qualitative data on what messages WIC moms feel they are currently receiving around breastfeeding and why it is important for WIC and providers to align messages.
Results:
52 surveys were completed yielding a 35% response rate; 65% were completed in English and 35% were completed in Spanish.

Prenatally:
• 23% of women stated that their doctor/midwife never mentioned infant feeding decisions during their prenatal visits.
• Of the 77% of women who reported providers discussing infant feeding decisions: 88% reported hearing about breastfeeding; 37% reported hearing about formula feeding; 37% reported hearing about pumping breastmilk; and 35% reported hearing about combining formula and breastfeeding.
• 42% of women reported being referred to a breastfeeding class.
• 27% of women stated that they would have liked more information on breastfeeding prenatally.

Postpartum
• 31% of participants stated that their pediatrician recommended supplementing breastfeeding with formula. 69% of these women stated that the main reason the pediatrician recommended formula was due to concerns about insufficient milk supply.
• 14% women reported that their pediatrician gave them a sample of formula at their visit.

Discussion:
This project helped identify a need for provider outreach & education on:
• The impact provider support and promotion of breastfeeding can have
• How milk supply works
• Questions pediatricians can ask to determine if moms are experiencing breastfeeding difficulties
• How and where to make lactation referrals