

July 28, 2022

WIC COUNSELORS SUPPORT MOMS DURING NATIONAL BREASTFEEDING MONTH



While breastfeeding may seem like the easiest and most natural thing for mothers to do, it can be overwhelming and frustrating for many. That is why August is observed as National Breastfeeding Month, to ensure that new mothers understand the importance of breastfeeding in the lives of their children.



The Women, Infants and Children (WIC) program at the Florida Department of Health in Pinellas County has a team of knowledgeable and compassionate breastfeeding counselors to offer advice and lend mothers support to achieve their breastfeeding goals. Their motto is “Breastfeeding Shouldn’t Hurt and Babies Should Latch!”

For moms who qualify for WIC, there is a breast pump program which allows moms to return to work or school while still giving them the opportunity to provide breastmilk for their baby. There are in-person appointments for WIC clients and virtual prenatal breastfeeding classes. Breastfeeding services can be provided in the WIC client’s preferred language through a bi-lingual staff member or an interpreter service, if needed.

There is a breastfeeding help line at (727) 824-6997 available 9 a.m. to 9 p.m. seven days a week to provide breastfeeding support and answer questions.

This program is part of the commitment that WIC has to support breastfeeding as the normal and healthiest way to feed babies. To see if you qualify for the WIC program call 727-824-6913 or 727-824-6914 or www.floridahealth.gov/programs-and-services/wic/wic-eligibility.html

For information about DOH-Pinellas, go to www.PinellasHealth.com or call (727) 824-6900. Follow us on Facebook, Nextdoor, and Twitter at @HealthyPinellas for the latest agency updates.

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Editors' Note: Breastfeeding counselors and mothers using the services are available for interview opportunities to highlight the good work being done in the program.