

National WIC Breastfeeding Week
August 1-7, 2025



U.S. DEPARTMENT OF AGRICULTURE

**WIC
BREASTFEEDING
SUPPORT**

LEARN TOGETHER. GROW TOGETHER.

WATCH VIDEO



What stage are you in?

Breastfeeding is a journey. There are ups and downs and feelings of accomplishment and frustration. WIC is there to help every step of the way, no matter what stage of the breastfeeding journey you're in.



Explore the Stages of Breastfeeding

Thinking about breastfeeding? Learn about the benefits, how to plan for it, and get ready to start.

Your baby is here! Read about what to expect in the first few days and find support when you need it to make breastfeeding work.

Every mom faces breastfeeding challenges. From low milk supply to growth spurts, we have solutions to help get you through.

You've got breastfeeding down! Learn what's next and how you can help other moms succeed.

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Browse WIC Breastfeeding Topics

[BREASTFEEDING 101](#)

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Breastfeeding Benefits

Breastfeeding gives babies a healthy start—and is good for moms, too.

[Read More](#)



Breastfeeding Basics

Learn how milk is made, when to nurse, how long babies nurse, and more.



Talk to Your Family about Breastfeeding

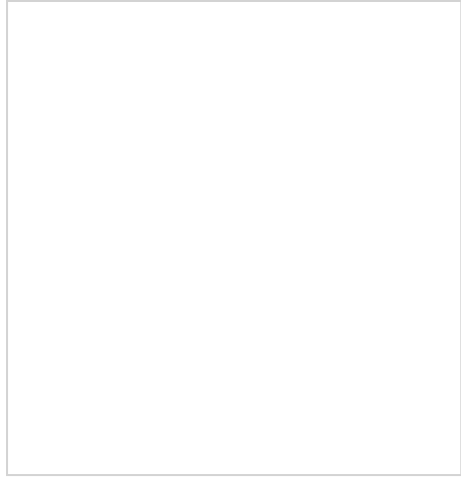
Talk about why you choose to breastfeed, and ask for your family's support.

READ MORE >

READ MORE >

[See More in Breastfeeding 101 >](#)

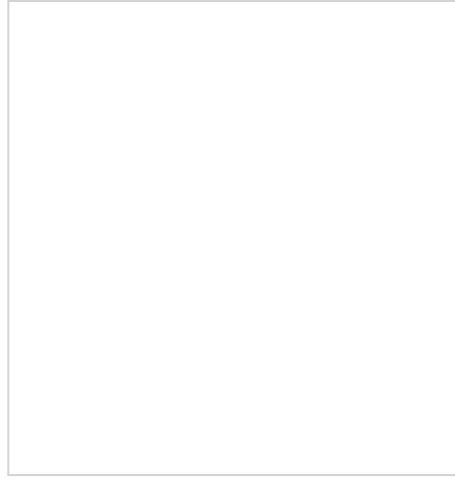
Featured Resources



Words of Affirmation For Mothers

Whether it is your first time breastfeeding or you have had experience in the past, remember to take breastfeeding one feeding at a time. Say a few of these affirmations to help you when feeding your baby gets tough or when negative thoughts arise.

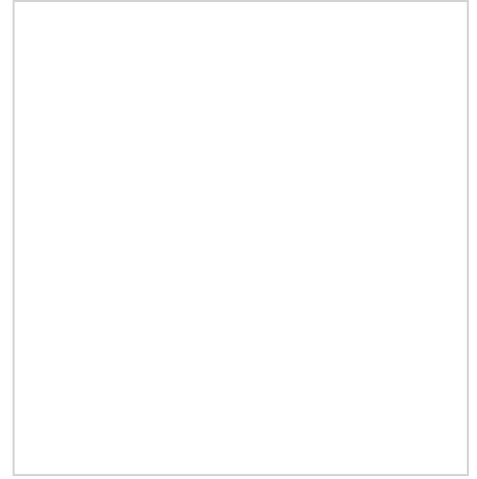
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Ways Grandparents Can Support Breastfeeding

These tips help grandparents support their breastfeeding grandchild.

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How Dads Can Support Their Breastfeeding Partner

Breastfeeding is a family affair, and dad is an important part of the team.

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