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[General Information about WIC](#)[Qualifications Required to Receive WIC Services](#)[Services Provided by the WIC Program \(Including Allowable Food List\)](#)[Retailer Information](#)[WIC Sites](#)[Breastfeeding Best Practices](#)

WIC - Special Supplemental Nutrition Program for Women, Infants and Children

WIC Breastfeeding Rates and Resources

The Colorado WIC Program recommends breastfeeding as superior nutrition for infants and as a foundation for optimal health, growth and development. Breastfeeding of infants decreases the incidence of diarrhea, ear infections, pneumonia, allergies, and other acute and chronic illnesses. In addition, breastfeeding offers numerous health benefits to mothers and results in substantial health care cost savings.

The Colorado WIC Program is committed to promoting breastfeeding as the preferred method for infant feeding. This is done through providing breastfeeding education and support during pregnancy and the postpartum period. Historically, breastfeeding rates are lower among the population served by WIC. Through WIC's educational efforts rates among the WIC population have increased substantially.

The Healthy People Year 2010 Breastfeeding Objective is to have 75% of mothers initiate breastfeeding, 50% continue to breastfeed for at least 6 months, and 25% breastfeeding at 1 year.

Colorado Breastfeeding Rates*

Year	WIC & Non-WIC Women			WIC Women Only		
	Initiation (1)	6 Month (2)	Duration (3)	Initiation (1)	6 Month (2)	Duration (3)
1990	69.3%	26.9%	38.8%	56.8%	13.9%	24.5%
2000	83.5%	44.4%	53.2%	74%	32.3%	43.6%
2001	84.8%	48.6%	57.3%	77.2%	34.6%	44.8%
2002	81.7%	39.1%	47.9%	71.4%	32.4%	45.4%

(1)Percentage of women who start breastfeeding in the hospital (initiation).

(2)Percentage of all infants who are breastfeeding at 6 months.

(3)Percentage of infants who breastfed in the hospital who are still breastfeeding at 6 months (duration).

* Data collected by the Mothers Survey, Ross Products Division, Abbott Laboratories.

National Breastfeeding Rates*

Year	WIC & Non-WIC Women			WIC Women Only		
	Initiation (1)	6 Month (2)	Duration (3)	Initiation (1)	6 Month (2)	Duration (3)
1990	51.5%	17.6%	34.2%	33.7%	8.2%	24.3%
2000	68.4%	31.4%	45.9%	56.8%	20.1%	35.4%
2001	69.5%	32.5%	46.8%	58.2%	20.8%	35.7%
2002	70.1%	33.2%	47.4%	58.8%	22.1%	37.6%

(1)Percentage of women who start breastfeeding in the hospital (initiation).

(2)Percentage of all infants who are breastfeeding at 6 months.

(3)Percentage of infants who breastfed in the hospital who are still breastfeeding at 6 months (duration).

* Data collected by the Mother's Survey, Ross Products Division, Abbott Laboratories.

Breastfeeding Resources

Information and Support Services:

Denver La Leche League & referral to groups statewide (303) 779-6722

Website: <http://www.lalecheleague.org/>

Family Health Hotline (800) 688-7777

Denver Metro (303) 692-2229

Hospitals (contact the hospital nursery where you delivered)

The HealthOne Lactation Program (303) 320-7081

Consultation services for WIC moms at no cost

For information about medications and breast milk:

Rocky Mountain Drug Consultation Center (Denver) (303) 893-DRUG

University of California at San Diego Drug Info (900) 288-8273

To locate a lactation consultant:

International Lactation Consultant Association (909) 787-5181

Medela, Inc. (800) 835-5968

Donated Human Milk:

Mother's Milk Bank (303) 869-1888

Breast Pumps and Equipment:

Ameda Egnell (800) 323-8750

Avent America, Inc. (800) 542-8368

Medela, Inc. (800) 435-8316

Expressly Yours (800) 492-1088



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