



Food and  
Nutrition  
Service

JUL 08 2016

Park Office  
Center

Dear WIC Agency Director:

3101 Park  
Center Drive  
Alexandria  
VA 22302

Each year, State and local agencies that administer the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) celebrate August 1 – 7, as “World Breastfeeding Week.” WIC agencies join with mothers and families, health organizations, breastfeeding coalitions and advocates worldwide to provide education and promote the numerous health benefits of breastfeeding for infants, families and society. It is an especially pertinent time to recognize and honor the diligent and dedicated efforts of more than 9,000 State and local WIC Programs that promote and support breastfeeding throughout the year.

The Food and Nutrition Service is pleased to provide you with a copy of the “National WIC Breastfeeding Week” Proclamation for August 1-7, 2016, signed by Thomas J. Vilsack, Secretary, U.S. Department of Agriculture (USDA). As with last year’s Proclamation, the Secretary’s Proclamation recognizes breastfeeding as a USDA high priority. It also emphasizes the WIC Program’s important breastfeeding promotion and support activities that include empowering mothers to overcome the barriers to breastfeeding, enhancing peer counselor programs, collaborating with other government agencies, fostering community partnerships, and building key coalitions.

We encourage you to display this Proclamation in your office. We also encourage you to celebrate World Breastfeeding Week with activities that acknowledge the efforts of WIC staff, community partners and all those that provide loving support, encouragement and assistance, so that mothers can successfully breastfeed their children.

We wish you success with your World Breastfeeding Week activities.

Sincerely,

Diane M. Kriviski  
Deputy Administrator  
Supplemental Nutrition and Safety Programs

Enclosure