

VENTURA COUNTY PUBLIC HEALTH DEPARTMENT
PUBLIC SERVICE ANNOUNCEMENT

December, 2008

“DANGERS OF DILUTING INFANT FORMULA”

Dear WIC families:

A WIC baby in Florida nearly died this month when his mom added extra water to “stretch” his formula to make it last longer. The next baby might not be so “lucky.”

We **must not** add **extra water or anything else to formula**, nor can young babies safely be fed regular cow or goat milk, at risk of **severe illness or death**.

WIC cannot supply all a baby’s formula. Parents are expected, by law, to provide the rest that the baby needs.

But there is a better way...

Breastfeeding is far more economical than formula feeding.

By exclusively breastfeeding babies under 6 months, and continuing to depend on breastfeeding well past the first birthday, moms can feel secure. Breastfeeding moms feel safer knowing that their babies will be well-fed, even when money is tight.

Sometimes it takes persistence to get breastfeeding right—but it is worth it. Some moms struggle because they don’t call for help when they need it. Other mothers go to the wrong person for advice.

Almost all women think it’s their own fault, or their baby’s fault, if they don’t get to breastfeed. The truth is, it is almost always a simple lack of information.

WIC is The Breastfeeding Answer Place. Mothers who ask for help when they need it are far more likely to be successful. Contact Ventura County WIC at (800) 781-4449 or (805) 981-5251. Breastfeeding gives us hope for a better future for all our children.