Dear Healthcare Professional,

You are a pregnant mother’s first and most reliable source when it comes to breastfeeding information. And as a healthcare professional, you understand the importance of a safe, healthy start for mom and her newborn baby. For this reason, we offer this kit to assist with your efforts in promoting breastfeeding to your patients and within your department as a whole.

This kit contains:
- Materials to help you encourage a mother’s decision to breastfeed
- Materials to help share breastfeeding information with your staff
- Documents to help your entire department strengthen its focus on breastfeeding support.

Some of these materials are informational. Others are promotional. Overall, this kit is packed with information that should refresh your knowledge of breastfeeding and will offer ideas on how you can improve breastfeeding support throughout your department.

Whether you fully support and encourage breastfeeding for mothers or you don’t feel strongly about breastfeeding at all, we hope this kit and the materials within strengthen your resolve to support breastfeeding.

Future moms and babies in the state of South Dakota are depending on it.

Sincerely,

best feeding

South Dakota Department of Health WIC Program