

BREASTFEEDING SUPPORT

You don't have to do it alone. 

WIC is here to support you through your breastfeeding journey—from pregnancy through your baby's first year and beyond.

Whether you're getting ready to breastfeed, learning to pump, working through a challenge, or simply have questions, **our team is here to listen, support, and help you reach your goals.**

YOUR BREASTFEEDING SUPPORT TEAM

At Rutgers NJMS WIC, you can connect with a team that understands that **every breastfeeding journey is different.**

Peer Counselors

Connect with someone who can provide encouragement, information, and mother-to-mother support.

Nutritionists

Receive nutrition education and support for you and your growing baby.

ONE-ON-ONE SUPPORT

Our lactation support team can help you with questions and concerns about:

-  Getting breastfeeding off to a good start
-  Latching and positioning
-  Milk supply concerns
-  Pumping and returning to work or school
-  Sore or painful breastfeeding
-  Your baby's feeding needs
-  Breastfeeding challenges and questions

No question is too small. We're here to help.



WIC BREASTFEEDING BENEFITS

Breastfeeding families may receive additional WIC support, including:



Enhanced WIC food benefits for eligible breastfeeding participants



Breastfeeding aids, including breast pumps and other supplies when needed



Personalized breastfeeding education and support



Peer counselor support



Support for breastfeeding while working or attending school



Referrals to community breastfeeding resources and support groups

New Jersey WIC provides breastfeeding support through trained peer counselors and lactation consultants, along with breastfeeding aids and enhanced food benefits for eligible breastfeeding families.



YOUR GOAL. YOUR JOURNEY. YOUR SUPPORT.

Breastfeeding doesn't always look the same for every family.

Whether you are exclusively breastfeeding, pumping, combination feeding, or working through challenges, WIC is here to support you without judgment. 💕

Our goal is to help you make informed infant-feeding decisions and feel supported along the way.

NEED BREASTFEEDING HELP?

READY TO CONNECT

Visit the official [NJ WIC website](#) for information about benefits, breastfeeding support, nutrition services, and local WIC agencies.

GIVE US A CALL

 **Rutgers NJ Medical School WIC**
 **973-972-3416**
 rutgerswic@njms.rutgers.edu
 90 Bergen Street, Newark, NJ 07103
 [Rutgers NJMS WIC Information](#)

 **Rutgers NJMS WIC Ironbound**
 **(973)-561-7706 & (973)-518-0151**
 rutgerswic@njms.rutgers.edu
 76 Gotthart Street, Newark, NJ
 [Rutgers NJMS WIC Information](#)

NOT ON WIC YET?

You can apply online through the New Jersey WIC Participant Portal.

 [APPLY FOR NJ WIC](#)

The NJ WIC Participant Portal allows you to complete a pre-screening and send your information to your local WIC agency.

YOU DESERVE SUPPORT.

Breastfeeding is a journey—not a test.

-  Ask questions.
-  Get support.
-  Find your people.
-  Reach your goals—your way.

Rutgers NJMS WIC is here for you.

