

**Breastfeeding
is good
for everyone.**



Newsletter Sign

Preferred Email

drzaln@michigan.gov
gskmom18@gmail.com
jkniffen@midmich.edu
rathuastephens@cutlook.com

**Shannon McKenney Shubert, MPH, CLC, aspiring CBS
Michigan WIC Breastfeeding Coordinator Meeting
July 11, 2025**



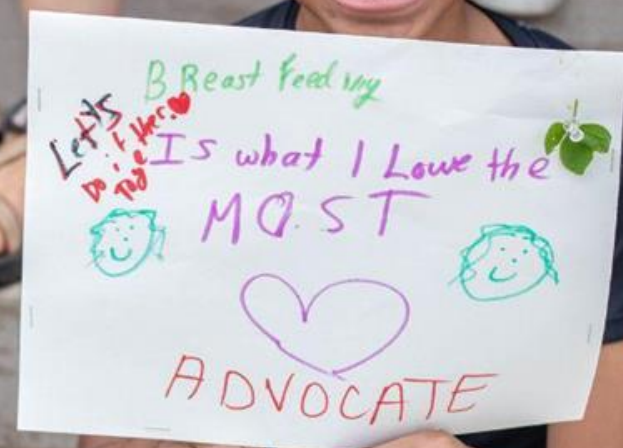
MIBFN

Michigan Breastfeeding Network

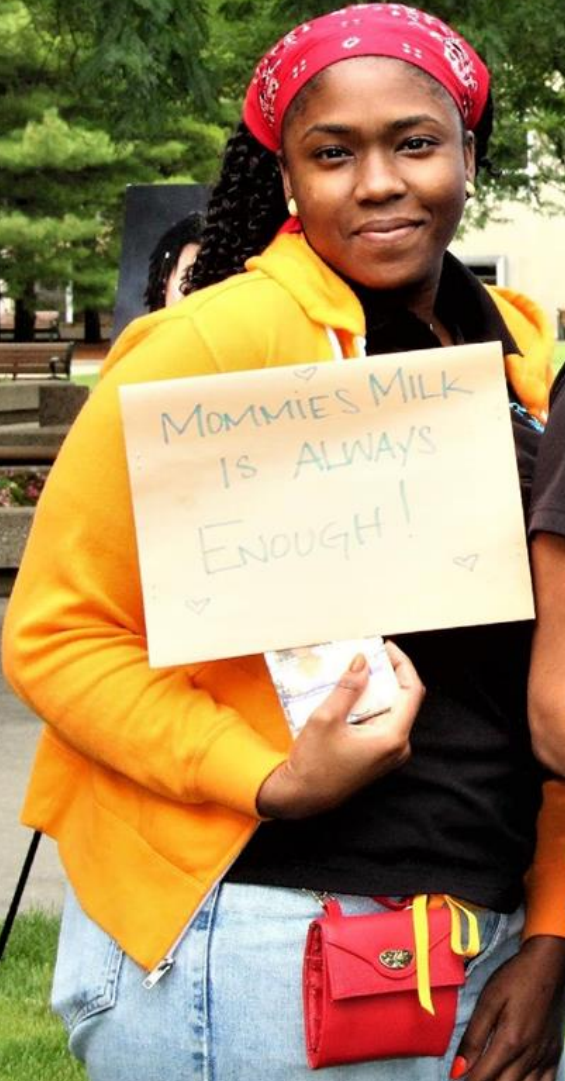
Normalize
BREASTFEEDING

Michigan families want to breastfeed...
Black & Indigenous families have always breastfed









MOMMIES MILK
IS ALWAYS
ENOUGH!



Breastfed
IS
BEST



Breastfed
is Best
FEED!!
3 1/2 years!!



Every
Ounce
Counts!
14 months
Exclusive!



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The Plan:

- Work with 5 local breastfeeding supporters and all local WIC agencies to provide guidance,
- Create lasting connections, and
- Establish warm referrals in both directions



What we have done so far:

- Research,
- Meeting with all of you,
- Created the application

What's next:

- Publish the application
- Field candidates
- Create resources
- Share what we learn
- Establish and sustain relationships



**I CAN'T
WAIT!**

Please share your questions & ideas!



Thank you!



shannon@mibreastfeeding.org

Resources for MI WIC & Local Agency Staff

Ongoing opportunities to get involved with MIBFN:

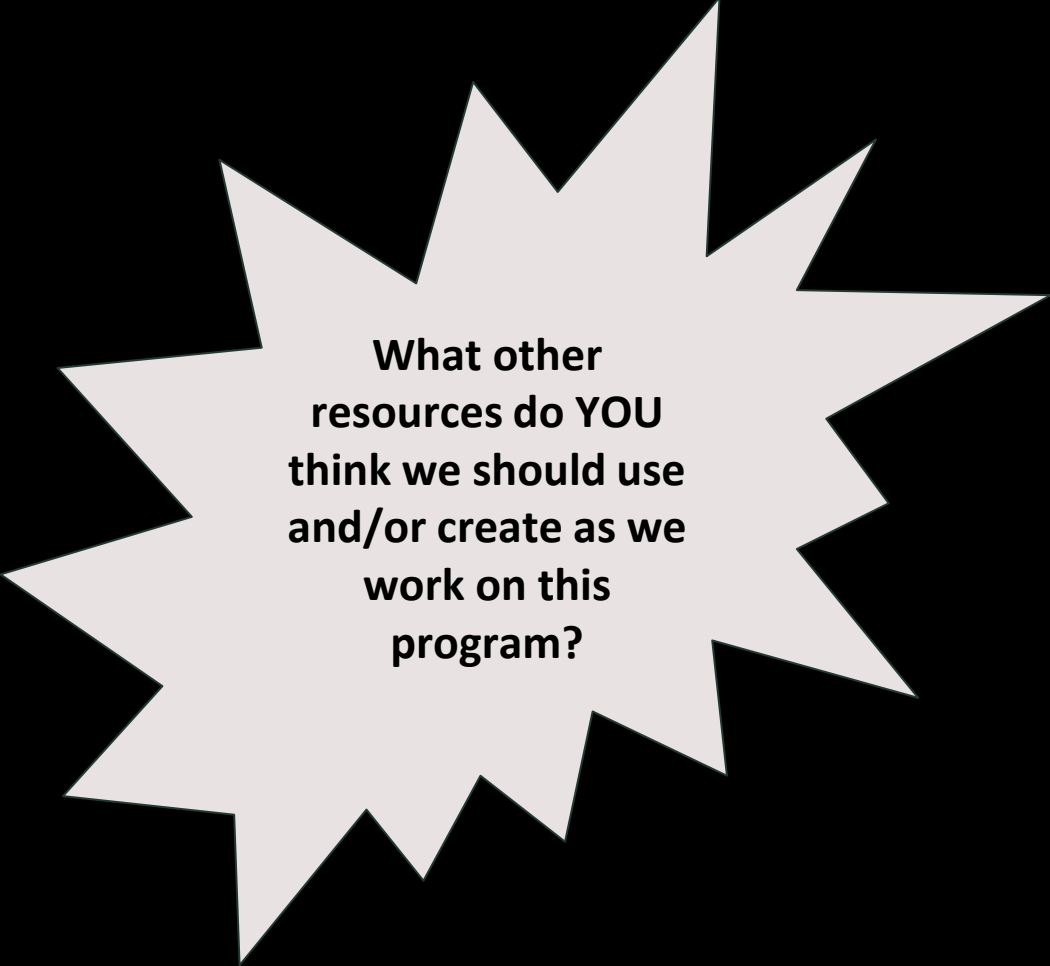
- [MIBFN & Local Breastfeeding Supporters Meeting](#)
- [Community Breastfeeding Specialist Course](#)
- [Great Lakes Breastfeeding Webinars](#)
- [Geographic Coalition Services](#)
- [Identity Coalition Services](#)

More about this project with WIC:

- Application - coming soon!
- [National WIC recruitment and retention report](#)

More about MIBFN

- www.mibreastfeeding.org
- [MIBFN 2024 Annual Impact Report](#)



What other resources do YOU think we should use and/or create as we work on this program?