

WIC Mom radio spot, 59 seconds

Motherhood is full of surprised I found. I've been surprised to see how fast they grow. How quickly they pick up on everything that goes on around them. And yet I'm constantly amazed to see just how much they still depend on their daddy and me.

You know, another surprise is finding out that breastfeeding is much healthier for babies than just plain old formula. Breastfeeding helps them grow healthy and strong. It also keeps them from getting sick, because breastmilk strengthens babies immune systems.

Who knew?

And some studies even show that breastfed babies have a higher IQ. I know my child is going to be strongest, healthiest, smartest one on the block. So it's no surprise I decided to breastfeed my baby. It was just a natural choice.

Breastmilk, 100 percent natural ingredients. To learn how you can give your baby the best start, call 1-800-942-3678. Free breastfeeding support is available for WIC participants. Brought to you by the Texas Department of State Health Services. [music – fade out]