

WIC Breastfeeding Support

Encouragement,
Empowerment,
& Experience

to help breastfeeding work.





Breastfeeding is a journey.

- ▶ There are ups and downs and feelings of accomplishment and frustration.
- ▶ Every mom's journey is different, but WIC is there every step of the way to make breastfeeding easier.
- ▶ Whether a WIC mom is learning about breastfeeding, starting to breastfeed, overcoming challenges, or thriving, WIC has the *information, resources,* and *support* she needs.

WIC Breastfeeding Resources

WIC supports exclusive breastfeeding for the first 6 months of life by offering:



- ▶ Breastfeeding & Nutrition Education
- ▶ Breastfeeding Food Packages
- ▶ Breastfeeding Experts
- ▶ Breastfeeding Referrals
- ▶ Access to Breastpumps
- ▶ Breastfeeding Peer Counselors Program
- ▶ Website:
 - ▶ WICBreastfeeding.fns.usda.gov

MOM TO MOM

**BREASTFEEDING
SUPPORT**

Breastfeeding Peer Counseling Program

- ▶ When enrolled in WIC, participants can also choose to enroll in the Breastfeeding Peer Counseling Program
- ▶ Peer Counselors are other WIC moms who have breastfed and are trained to offer breastfeeding support and education



WIC Peer Counselors

WIC PEER COUNSELORS CAN GIVE:

- ▶ Mom to Mom support
- ▶ Ways to get a good start with breastfeeding
- ▶ Tips for making plenty of breast milk
- ▶ Help with breastfeeding concerns
- ▶ Ideas for getting support from family and friends
- ▶ Ways to breastfeed & return to work or school
- ▶ Tips for how to breastfeed comfortably & discreetly

WHAT DOES A PEER COUNSELOR DO?

- ▶ Promotes breastfeeding & helps make informed decisions
- ▶ Contacts moms to build confidence & support breastfeeding goals
- ▶ Responds to breastfeeding questions or concerns
- ▶ Refers to WIC breastfeeding experts for more help



**SHOUT OUT TO
WIC PEER
COUNSELORS!**



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