



United States
Department of
Agriculture

MOMS HELPING MOMS:

Meet Your WIC Breastfeeding Peer Counselor



As a new mother, you may have heard many things about how to feed your baby. You may know breast milk is the best source of infant nutrition. Mothers everywhere have found that breastfeeding can work. Your WIC peer counselor can help!

WHO IS YOUR WIC PEER COUNSELOR?

A peer counselor is a WIC mother just like you. She lives in your community and has breastfed her own baby. She has been trained by WIC to help give new mothers information about feeding their babies. She is here to give you support to meet your own goals for feeding your baby.

“My daughter is 8 months old, weighs 16 pounds, and is still breastfeeding. She has hit every single milestone early. The doctors cannot believe how well she’s done. She is never sick and she greets everyone with a smile and a giggle. I have no doubt in my mind that WIC got us where we are today.”

—WIC Mother



U.S. DEPARTMENT OF AGRICULTURE

**WIC
BREASTFEEDING
SUPPORT**

LEARN TOGETHER. GROW TOGETHER.

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is a program of the USDA, Food and Nutrition Service.

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USDA is an equal opportunity provider, employer, and lender.

WHAT DOES A PEER COUNSELOR DO?

- Promotes breastfeeding and helps you make an informed decision about feeding your baby.
- Contacts you to build confidence and support your breastfeeding goals.
- Responds to breastfeeding questions or concerns you might have.
- Refers you to WIC breastfeeding experts for more help.

HOW CAN A PEER COUNSELOR HELP YOU?

Your WIC peer counselor can give you:

- Ways to get a good start with breastfeeding;
- Tips for making plenty of breast milk for your baby;
- Help with breastfeeding concerns;
- Ideas for getting support from your family and friends;
- Ways you can stay close to your baby through breastfeeding after you return to work or school; and
- Tips for how to breastfeed comfortably and discreetly, even in public.



“Being a peer counselor has allowed me the opportunity to help new moms do the best they can to give their babies the healthiest start possible. When a mom tells me how helpful I was, it makes me proud to have made a difference in her life.”

—WIC Breastfeeding Counselor

How to Contact WIC in Your Community

WIC Clinic/Agency: _____

Contact: _____

Title: _____

Phone: _____

E-Mail: _____



WICBreastfeeding.fns.usda.gov