



WIC Breastfeeding Peer Counselor Program



What is a Breastfeeding Peer Counselor?

A Breastfeeding Peer Counselor is a mother who has exclusively breastfed her child(ren) and has a passion in helping mothers to reach their breastfeeding goal.

Peer Counselors give mother to mother support and encouragement in a nurturing manner. They listen to the mother's concerns and offer evidence based solutions.

Peer Counselors also know when to refer mothers that need additional help from a Lactation Consultant.



What does a Breastfeeding Peer Counselor do?

Breastfeeding Peer Counselors help breastfeeding mothers and mothers-to-be on the WIC program. They are trained in answering common breastfeeding questions and often share their own personal breastfeeding experience to support and encourage mothers.

Peer Counselors at WIC have an important role in educating and supporting our WIC mothers. They provide services through different communication channels such as classes, support groups, one-on-one counseling sessions and phone calls.

Breastfeeding Peer Counselor Activities:

- Teaching breastfeeding classes at several WIC locations
- Phone calls to mothers or mothers-to-be on the WIC
- Answering calls from the breastfeeding helpline
- Maintain records and reports of contacts and referrals



Balancing Motherhood and Being a Peer Counselor

Being a Peer Counselor allows mothers to give back to their community in a fulfilling way and still maintain quality time with their family. It accommodates to the needs and schedules of breastfeeding mothers. WIC Peer Counselors also have a wonderful growing opportunity in becoming a Board Certified Lactation Consultant.

