



# WIC Breastfeeding Peer Counselors

**Ask about the extra,  
personal support  
they provide.**





## Who are WIC Breastfeeding Peer Counselors?

WIC Breastfeeding Peer Counselors are from your community, have breastfed their babies, and offer support that works for you.

## WIC Peer Counselors:

- Are moms just like you.
- See you at WIC for appointments or support groups.
- Talk with you by phone, video, and text.
- Offer breastfeeding support when you need it, and are often available outside WIC office hours.
- Share breastfeeding information with you.
- Have been carefully selected and trained by WIC.
- Respect your cultural, financial, and personal challenges.
- Offer encouragement that embraces your community and culture.





## Everyone's breastfeeding journey

is unique. Just remember that it will be okay and ask for help when you need it."

**T.G.** | Peer Counselor



## Being a Breastfeeding Peer Counselor

is very rewarding because I like the trust that the participants have in me and they like having someone to reach out to if they have any breastfeeding questions."

**S.V.** | Peer Counselor



# How can WIC Breastfeeding Peer Counselors support you?

## WIC Peer Counselors:

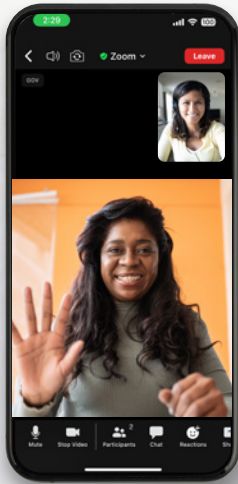
- Listen to you and encourage you.
- Give you extra support, especially during those first few weeks after birth.
- Show you ways to get a good start with breastfeeding that work for you.
- Share tips for making plenty of breastmilk for your baby.
- Answer your questions and talk through your breastfeeding concerns.
- Respect and support your feeding choices.
- Provide referrals to breastfeeding experts and community services.
- Work with you to find ways to keep breastfeeding after you return to work or school.



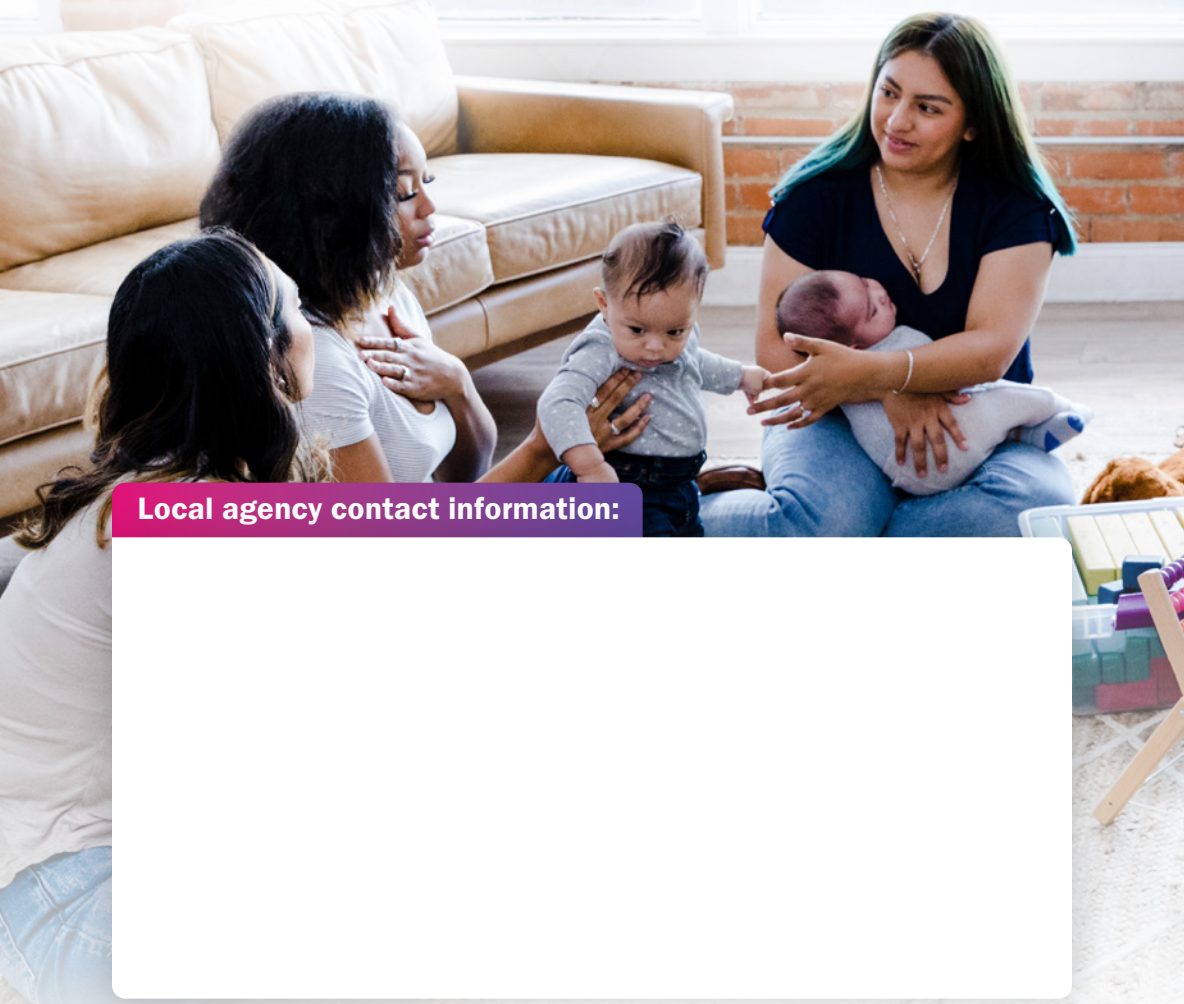


**I know I can ask for help when I need it with the WIC breastfeeding program.**

I never feel judged asking questions related to breastfeeding. My breastfeeding journey with WIC made me feel confident and empowered. I never knew my breastfeeding journey with WIC would have such an impact in my life.”



# For more information about WIC Breastfeeding Peer Counselors:



Local agency contact information:



**California Department of Public Health, California WIC program**

*This institution is an equal opportunity provider.*

**1-800-852-5770 | [MyFamily.WIC.ca.gov](http://MyFamily.WIC.ca.gov)**

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