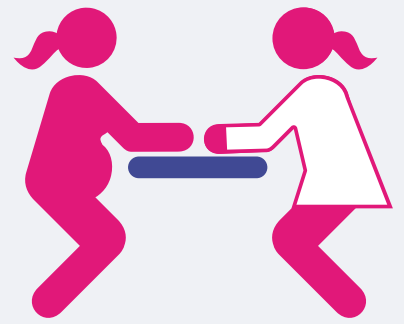


# What Do WIC Breastfeeding Peer Counselors Do?



## WHO ARE WIC PEER COUNSELORS?

WIC Peer Counselors are past WIC participants who have breastfeeding experience and want to help other moms successfully breastfeed.



## WHY ARE THEY IMPORTANT?

Breastfeeding reduces health risks for mothers and babies. Not all mothers have breastfeeding knowledge or resources. WIC Peer Counselors aim to increase breastfeeding rates, and improve community support for breastfeeding mothers.



## WHAT DO THEY DO?

Peer Counselors are trained to provide basic info and support to women in WIC learning to breastfeed. They promote breastfeeding and answer questions one-on-one. Counselors may share similar cultural characteristics.



## HOW DO THEY HELP?

Breastfeeding peer counselors help improve rates of breastfeeding initiation, duration, and exclusivity. Mothers who participate in WIC breastfeeding support activities have longer durations of breastfeeding.

*The Surgeon General's Call to Action to Support Breastfeeding* states that Communities should:



## “Establish peer counseling as a core service available to all women in WIC.”

WIC's existing peer counseling program has proven to be effective, but currently it is not offered in all local WIC agencies.”

### Sources

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