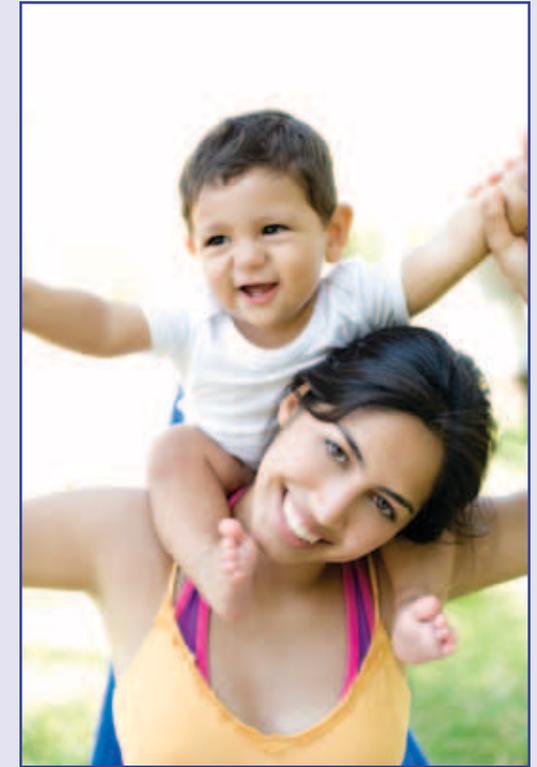




"My peer counselor helped me to breastfeed my son. On one occasion, in the early days when I was having such a hard time, I told her it would be easier to just bottle feed, and she encouraged me to breastfeed. She explained the process and helped me to successfully breastfeed. Now I feel happy because my baby is so healthy and strong."

WIC Mother

**To contact
WIC in your
community:**



Making a Difference for WIC Families



**Breastfeeding
Peer Counselor
Program**
North Carolina WIC



State of North Carolina
Department of Health and Human Services
Division of Public Health
Nutrition Services Branch

www.ncdhhs.gov • www.ncpublichealth.com
www.nutritionnc.com

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DHHS #3980



Who is a WIC Peer Counselor?

WIC breastfeeding peer counselors are moms just like you. Plus, they have breastfed their babies. They live and work in your community. Peer counselors offer support to pregnant and breastfeeding moms.

What does a WIC Peer Counselor Do?

- Gives basic breastfeeding information
- Contacts moms during pregnancy and the early days of breastfeeding
- Follows up with moms until they wean their baby
- Refers moms to lactation experts or healthcare providers



How can a WIC Peer Counselor Help?

They can help you:

- Get a good start breastfeeding your baby
- Make plenty of milk for your baby
- Learn how to breastfeed when you are in public
- Keep breastfeeding when you go back to work or school
- Get support from your family and friends
- Deal with your breastfeeding concerns
- Find answers to your breastfeeding questions