

What Do WIC Mothers Say?

“The breastfeeding peer counselor program has been extremely helpful for each of my breastfeeding experiences, not only for directly after birth, but through my entire breastfeeding journey as well. Through face-to-face meetings or phone calls, I always had the opportunity to express any concerns or ask questions if needed. This program helped to ease any stress that I had over latch or engorgement during those first weeks with the new baby and still continues to be supportive months to years afterwards.”

-North Carolina WIC Mother



“Breastfeeding is an amazing way to bond with your baby. I feel that breastfeeding is more convenient and less stressful. The breastfeeding program has provided me with a way to eat healthy and has encouraged me to continue to breastfeed my children. It also gives the best possible health to my kids. I would recommend that every mother take the time to join the program. I’ve had very few visits to the doctor because breastfeeding helps prevent allergies and lowers the risk of obesity.”

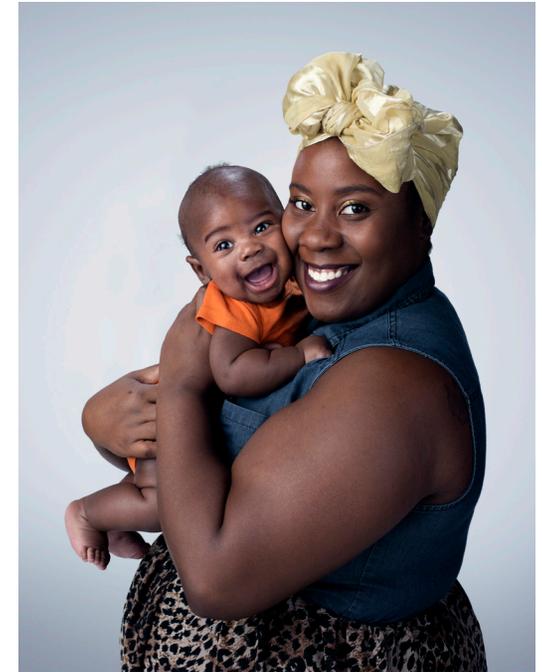
-North Carolina WIC Mother

For Breastfeeding Questions:

<https://wicbreastfeeding.fns.usda.gov>



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Making a Difference for WIC Families



**Breastfeeding
Peer Counselor
Program**
North Carolina WIC



Meet Our WIC Peer Counselors

WIC Peer Counselors are moms just like you, with similar backgrounds and shared experiences. They live and work in your community. They provide information and practical guidance to support you during your pregnancy and breastfeeding journey.

How Can a WIC Peer Counselor Support You?

A WIC Peer Counselor:

- Listens to your needs.
- Provides you with information about breastfeeding.
- Contacts you during pregnancy, the early days of breastfeeding and beyond.
- Refers you to lactation experts or healthcare providers.
- Shares ideas to best support you with breastfeeding.
- Answers your breastfeeding questions.



What Does a WIC Peer Counselor Do?

A WIC Peer Counselor can help you:

- Get a good start with breastfeeding your baby.
- Learn about your baby.
- Breastfeed anywhere at anytime.
- Keep breastfeeding when you are away from your baby.
- Create a support system with your family, friends, and community.
- Address your breastfeeding concerns.