

BREASTFEEDING PEER COUNSELOR

Contact Konza WIC
For Breastfeeding Support:
Call or Text 785-260-7992
WIC@kpchc.org



Breastfeeding help that matters. New mothers can be successful meeting their breastfeeding goals with the loving support of family, community, and healthcare providers. They value sharing experiences with other mothers to help overcome barriers and for positive support and encouragement when concerns arise. Numerous studies show that peer counselors have a dramatic impact on breastfeeding initiation and duration rates because they give new mothers what they need most, a trusted friend who has been there.

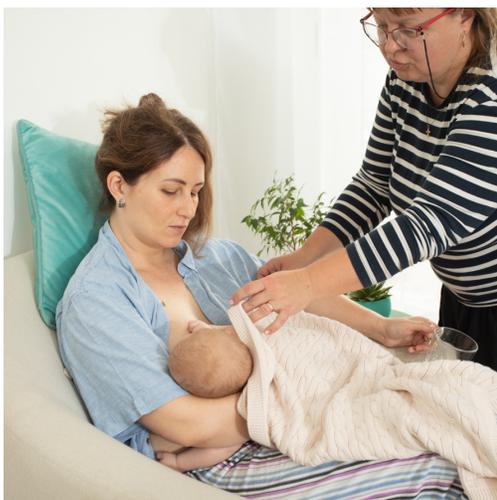
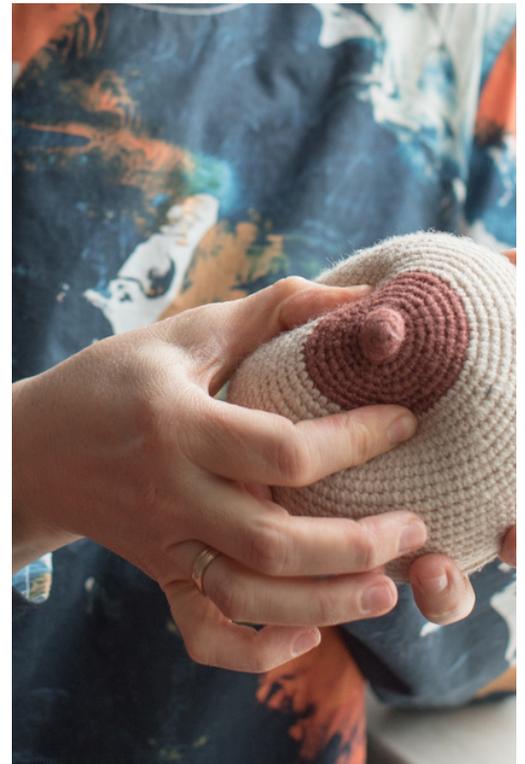
WHO IS A WIC PEER COUNSELOR?

A breastfeeding peer counselor with the USDA's Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is a paraprofessional who:

- Has personal breastfeeding experience
- Lives in the community and is part of the population group served by WIC
- Has been carefully selected by WIC and trained in basic breastfeeding techniques and counseling skills
- Gives basic breastfeeding information and support to new mothers
- Desires to help mothers achieve their own breastfeeding goals

WHAT DOES A PEER COUNSELOR DO?

- Provides basic breastfeeding information and support for WIC mothers.
- Contacts mothers regularly during pregnancy, the early days of breastfeeding, and until the mother chooses to wean her baby.
- Refers non-WIC mothers to other community breastfeeding resources if they are not eligible for WIC.
- Refers mothers with concerns outside the peer counselor's scope of practice to appropriate lactation experts or healthcare professionals.



SCOPE OF PRACTICE FOR A WIC PEER COUNSELOR:

Peer counselors help mothers with normal breastfeeding and refer mothers experiencing concerns outside the norm to health professionals. Typically, peer counselors give information and support on:

- Reasons to breastfeed
- How to address common barriers, including embarrassment, returning to work, and lack of support from family and friends
- Getting a good start with breastfeeding
- Maintaining a healthy milk supply
- Preventing common concerns such as sore nipples and engorgement
- Strategies for getting through the first weeks home with baby
- How to know breastfeeding is going well
- How to know when to call for help
- Resources, including breast pumps, available to mothers.

WWW.KPCHC.ORG/SERVICES/WIC