

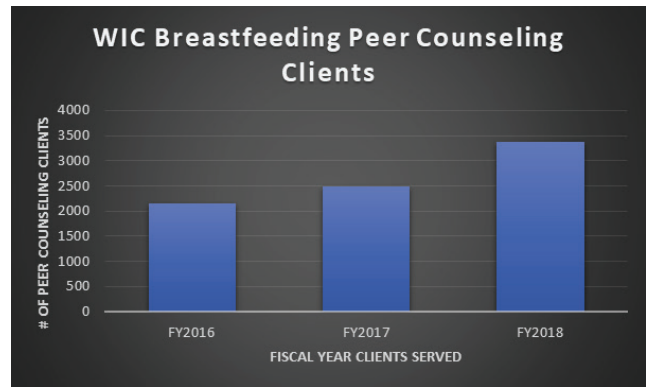
WIC BREASTFEEDING PEER COUNSELING PROGRAM



The thing I find most rewarding about my job as a breastfeeding peer counselor is...
“empowering new moms to feel confident in their ability to nourish and provide for their babies, and watching them learn about themselves through becoming a mother.” - Brittany M

Breastfeeding improves the health of infants and mothers and is a cost-saving to parents, insurers, employers, and society as a whole.

Infants who are breastfed experience health benefits and in turn this decreases the number of times they need to see a health-care provider for illnesses, reduces the need for prescription medications, and they are hospitalized less frequently than formula-fed infants. Mothers who breastfeed have a lower risk of developing certain cancers, diabetes, and heart disease. Employers benefit by having healthier, happier employees that miss less work.



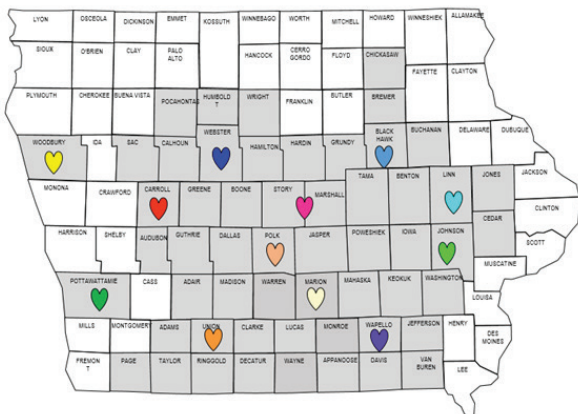
Peer Counselors providing support to WIC participants, can increase the number of mothers breastfeeding and lengthen the amount of time infants are breastfed.

Peer Counselors are:

- trained paraprofessionals who have had a successful breastfeeding experience as a WIC participant
- anxious to assist other mothers who have had a positive, successful experience breastfeeding
- available to mothers outside the normal WIC clinic hours and outside the clinic setting
- from the same population group as the WIC client service area
- providing support through phone calls, text, e-mail, hospital visits, support and educational groups, in-person at local agency clinics
- make referrals to experts, healthcare providers, and other community partners

Protecting, promoting, and supporting breastfeeding through Peer Counseling has been a priority for the WIC program in Iowa since 2006.

Over the past thirteen years, Iowa has increased the number of local WIC agencies providing Peer Counseling services from seven to twelve, now covering 55 out of 100 counties, and available to 42,045 participants.



WIC BREASTFEEDING PEER COUNSELING PROGRAM



U.S. DEPARTMENT OF AGRICULTURE
WIC BREASTFEEDING SUPPORT
LEARN TOGETHER. GROW TOGETHER.

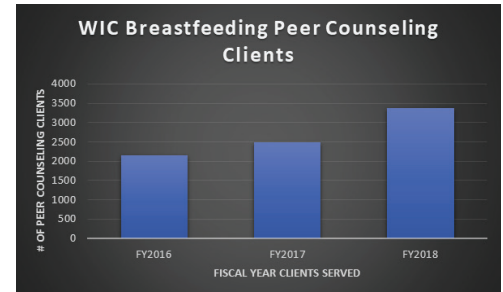


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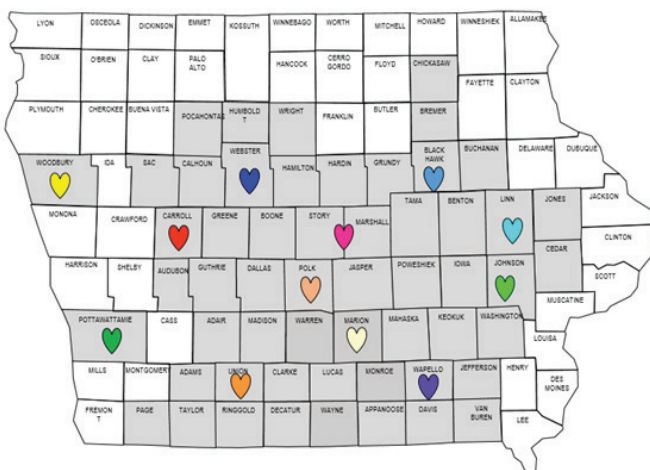
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Disclaimer information?

October 2019