

Congratulations to WIC Breastfeeding Peer Counseling!

Siouxland District Health Department's WIC Breastfeeding Peer Counseling program has been awarded the 2020 USDA Loving Support Gold Award of Excellence. The Loving Support Award of Excellence was developed to recognize and celebrate local WIC agencies that provide exemplary breastfeeding programs and support services. Local WIC agencies that have operated a peer counseling program for at least one year and meet all of the required core components of the WIC Breastfeeding Model for peer counseling are eligible to apply.

On August 3, 2020, Siouxland District Health Department was one of eighteen WIC agencies in the Midwest Region of seven states, and the only agency in Iowa, to receive the Gold Award via webinar. They join five other agencies in Iowa who have received the Gold Award within the past four years.

Siouxland District Health Department's peer counseling program is currently serving approximately 125 WIC pregnant and breastfeeding moms by providing support for breastfeeding through frequent phone, text, and in person contacts at WIC clinics, hospitals, and breastfeeding classes. According to the program's coordinator Sneha Virippil, "Breastfeeding Peer Counseling support has been enhanced through partnerships established with local hospitals and the local breastfeeding coalition, which has contributed to the overall success of the program."

