WIC Breastfeeding Support
What is WIC Breastfeeding Support?
How Peer Counselors Help

» Model for breastfeeding
» Connect with families
» Help mothers manage common concerns
» Provide encouragement
» Provide additional value to usual WIC breastfeeding services
» Fill the gap in services after hospital discharge
Keys To Successful Peer Counseling Programs
FNS Model for Breastfeeding Peer Counseling Programs
#1 Strong Support and Leadership
#2
Recruiting Peer Counselors from Within the WIC Community
#3
Compensating Peer Counselors
#4 Defined Scope of Practice
#5 Availability to WIC Clients Beyond Usual Clinic Hours
#6
Supervision and Monitoring of Peer Counselors
#7
Community Collaborations
#8
Standardized Training Programs

Training is Key!
Want more information about WIC Breastfeeding Peer Counseling?

http://wicbreastfeeding.fns.usda.gov