

loving support

Valuable work...

"I never expected to reap so many gratifying experiences from my work as a peer counselor. I have been able to assist so many mothers to successfully breastfeed their babies. I love the opportunity to positively influence a mother and her child's life. It is definitely the most valuable work I have ever done."

- WIC Peer Counselor

Benefits of Being a Peer Counselor

- Are paid members of the WIC staff.
- Have pride in knowing they are making a difference for mothers and babies.
- Learn new job skills.
- Meet new people.
- Gain a feeling of accomplishment.

Contact Information

If you have personal breastfeeding experience and would like to help other mothers reach their breastfeeding goals, please contact your local WIC office or contact the Missouri Department of Health and Senior Services at 800-392-8209.

Helping mothers

How You Can Help Mothers

Breastfeeding mothers receive the most benefit when WIC staff, healthcare professionals, and the community work together to form a circle of care giving positive messages about breastfeeding.

Let new mothers you see know about

WIC so they can access the nutrition counseling, healthy foods, breast pumps, and other support available.

Contact your local WIC office for more information.



Breastfeeding

ANOTHER WAY OF SAYING "I Love You"



Missouri Breastfeeding Peer Counseling Program

How Peer Counselors Help



Alternate forms of this publication for persons with disabilities may be obtained by contacting the Missouri Department of Health and Senior Services at 1-800-392-8209.

Hearing and speech impaired citizens telephone 1-800-735-2966.
VOICE 1-800-735-2466.

AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER
Services provided on a nondiscriminatory basis.

Breastfeeding

Loving  Support
makes breastfeeding work



"Before my daughter was born I signed up for WIC. It was the best thing I could have done. I didn't know much about breastfeeding, but thought I 'might' breastfeed. After attending a WIC breastfeeding class and talking with my peer counselor, that 'might' became a 'must.'" - WIC Mother

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 Peer Counselor?

Women in the community with personal breastfeeding experience who provide information and support to other mothers.



What Does a Peer Counselor Do?

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

"That's what it's all about...moms helping moms."

- WIC Peer Counselor

"My peer counselor helped me breastfeed my son. On one occasion in the early days when I was having such a hard time, I told her it would be easier to just bottle-feed, and she encouraged me to breastfeed. She explained the process and helped me successfully breastfeed. Now I feel happy because my son is so healthy and strong." - WIC Mother

www.dhss.mo.gov/breastfeeding