

WIC PROMOTES AND SUPPORTS BREASTFEEDING

Whether you're just starting out on your breastfeeding journey or having unexpected challenges, WIC is there to help you every step of the way. WIC's goal is the same as yours. We want you to have a happy, healthy baby and a good breastfeeding experience.

If you're already enrolled in WIC, contact your local WIC clinic to ask how you can get breastfeeding support. If you're not enrolled, find out if you are eligible to apply by calling 800-472-2286 or go to www.health.nd.gov/wic.



NORTH DAKOTA WIC PROGRAM

North Dakota Department of Health
600 E. Boulevard Avenue, Dept. 301
Bismarck, ND 58505-0200

800-472-2286

www.health.nd.gov/wic



This institution is an equal opportunity provider.

Adapted from USDA/FNS WIC Breastfeeding Support website and the Massachusetts and New York State WIC Programs.

August 2019

MOMS HELPING MOMS.

WIC BREASTFEEDING
PEER COUNSELING PROGRAM





WIC. WE KNOW BREASTFEEDING.

Breastfeeding is a journey. Mothers everywhere have found that breastfeeding can work. WIC is there every step of the way to make breastfeeding easier. Your WIC peer counselor can help!

She is a mom just like you. She lives in your community and has breastfed her own baby. She is here to give you support to meet your own goals for feeding your baby. This support can be through classes, support groups, one-on-one counseling sessions, phone calls, and text messages. She can refer you to WIC breastfeeding experts for more help when needed.



WIC BREASTFEEDING COUNSELORS ARE:

- Available day and night.
- Trained to respond to breastfeeding questions and concerns.
- Experienced at breastfeeding.
- Supportive of breastfeeding comfortably, even in public.
- A great resource for breastfeeding support after you return to work or school.

WE'RE HERE FOR YOU.



TALK TO YOUR PEER COUNSELOR:

- If you have questions about breastfeeding.
- If friends or family are pushing you to stop breastfeeding.
- If you are getting frustrated.
- When you need someone to tell you that you are doing a good job.
- When you want to hear that you are a good parent.
- When you just need someone to talk to.
- Before you pick up that can or bottle of formula.

