



Encourage breastfeeding

Become a WIC Peer Counselor

Enrich lives



Become a peer counselor

Share ☞ Encourage ☞ Empower

No one knows the joys, advantages and challenges of breastfeeding better than a mom who's been there.

That's why the Texas WIC Peer Counselor Program invites experienced moms like you to join us in providing new mothers with breastfeeding support through paid, peer counselor positions.

Peer counselor qualifications

- ☞ Successfully breastfed her own baby
- ☞ WIC participation
- ☞ Wants to help other mothers experience the joy of breastfeeding
- ☞ Receives free training

*"One of the things I've enjoyed most about peer counseling is being part of something greater than myself –
having a job with meaning and purpose."*

JOCelyn R., PEER COUNSELOR, AUSTIN



Help a new mother experience the joy

- ☞ Share your enthusiasm for breastfeeding
- ☞ Share your own valuable insight as an experienced breastfeeding mother
- ☞ Teach basic breastfeeding skills
- ☞ Educate mothers on the benefits of breastfeeding for both mom and baby
- ☞ Help with breast pumps when needed
- ☞ Make referrals for additional services

Empower new mothers

- ☞ Help them build confidence in their breastfeeding ability
- ☞ Teach them to manage common breastfeeding challenges
- ☞ Help them give their babies a healthy start on life



Breast milk 🍼 Best for babies

- 🍼 Keeps babies healthy and reduces trips to the doctor's office
- 🍼 Strengthens immune systems
- 🍼 Protects from gastrointestinal trouble, respiratory problems and ear infections
- 🍼 Provides extra benefits for preemies
- 🍼 Boosts intelligence and builds higher IQ
- 🍼 May protect from childhood leukemia
- 🍼 May reduce risk of developing allergies
- 🍼 May reduce risk of asthma
- 🍼 Protects against obesity and diabetes

In one study, 70 percent of mothers with peer support exclusively breastfed their babies for six months, compared to a control group of mothers who did not receive peer support and only six percent were still breastfeeding at six months.

HAIDER R; KAIBIR I; HUTTLY SR; & ASHWORTH A. (2002). TRAINING PEER COUNSELORS TO PROMOTE AND SUPPORT EXCLUSIVE BREASTFEEDING IN BANGLADESH. *JOURNAL OF HUMAN LACTATION*, 18(1):7-12.



Breastfeeding 🍼 Best for moms

- 🍼 Promotes weight loss, burning up to 600 calories per day
- 🍼 Produces hormones that can lower stress levels
- 🍼 Reduces postpartum bleeding
- 🍼 Reduces risk of breast and ovarian cancers
- 🍼 Saves money
- 🍼 Reduces absenteeism at work

"I know the encouragement I give to moms makes a huge difference because I was in the same position. It was my peer counselor's support that encouraged me to continue giving only breast milk to my son. Because of the kindness and support I was given, I'm able to provide the same understanding to the moms I help."

JENNIFER S., PEER COUNSELOR, CAMERON COUNTY WIC PROGRAM



Become a peer counselor

Make a difference

“A new mother called me on Christmas Eve. She had just gotten home from the hospital with her new baby and was having trouble getting him to breastfeed. I was able to help her over the phone to get the baby positioned and latched. She was one of the sweetest moms. She was so appreciative of what seemed like very little assistance on my part. She even sent me a thank you note. It makes me feel so good about the work I’m doing here at WIC.”

MISTY S., PEER COUNSELOR, SAN ANGELO-TOM GREEN WIC PROGRAM

Become a WIC Breastfeeding Peer Counselor

Share 🤝 Encourage 🤝 Empower

Share the power of your breastfeeding experience and help a new mom give her baby a healthy start.

Contact the staff at your local WIC agency today.

