

WIC PROMOTES AND SUPPORTS BREASTFEEDING

Whether you're just starting out on your breastfeeding journey or are having unexpected challenges, WIC is there to help you every step of the way. WIC's goal is the same as yours - for your baby to be happy and healthy and for you to have a positive 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 visit hhs.nd.gov/food-programs/wic.



WIC is available to a variety of families. Scan the QR code below to see where your local WIC office is located.



This institution is an equal opportunity provider.

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

March 2023

MOMS HELPING MOMS.

WIC BREASTFEEDING PEER COUNSELING PROGRAM



NORTH
Dakota | Health & Human Services
Be Legendary.



WIC KNOWS BREASTFEEDING

Breastfeeding is a journey. Parents 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!

Your WIC breastfeeding peer counselor is a parent 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 PEER COUNSELORS ARE:

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

WE'RE HERE FOR YOU.

WIC BREASTFEEDING PEER COUNSELORS PROVIDE YOU WITH:

- Advice on how to get a good start with breastfeeding.
- Tips for making plenty of milk for your baby.
- Answers to breastfeeding questions and concerns.
- Ideas on how to get support from family and friends.
- Help learning how to use a breast pump, if needed.
- A referral to a WIC breastfeeding expert for more help.

