



Contact the office with any questions or concerns

Phone: 585-394-9240

Text: 585-481-8488



# SPCC WIC Breastfeeding Peer Counselor Program

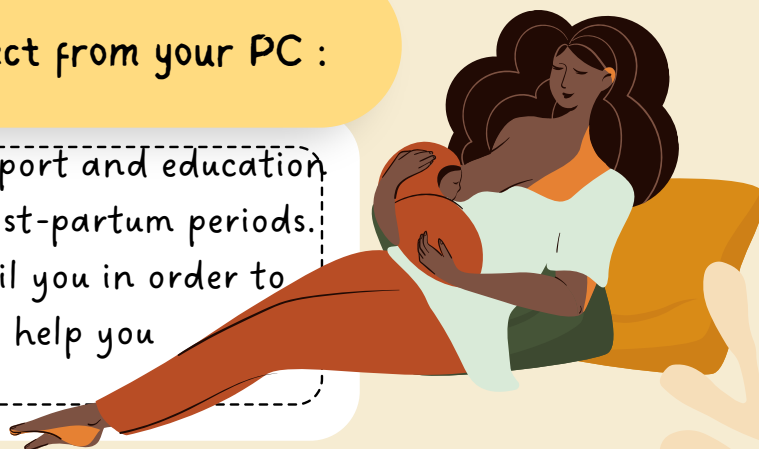
## What is a WIC Breastfeeding Peer Counselor (PC)?



WIC Breastfeeding Peer Counselors are WIC participants that have breastfed. They are a tool for you to have in your back pocket to help accomplish your feeding goals.

## What to Expect from your PC :

- Regular contact to provide support and education throughout pregnancy and post-partum periods.
- A PC will call, text, mail, or email you in order to build a relationship with you to help you accomplish your feeding goals!



## When to Contact your PC:



- With any questions you have about infant feeding or pregnancy
- With any breastfeeding issues that come up outside of normal office hours

## Why PCs are important:

- So small infant feeding issues don't snowball into big issues
- to have someone in your corner to support you through your journey.
- to talk to someone who may have gone through similar experiences as you.
- have a safe space to talk about what is going on with infant feeding.
- PCs have fact-based knowledge of breastfeeding as well as experience.



This institution is an equal opportunity provider.

# Have I asked my Peer Counselor about...

## 1st Trimester

- ☐ changes to my body that will happen during pregnancy
- ☐ my previous infant feeding experience or what I already know about breastfeeding
- ☐ their breastfeeding experience
- ☐ how to set my infant feeding goal
- ☐ any barriers I have or are worried about that could keep me from accomplishing my goal

## 2nd Trimester

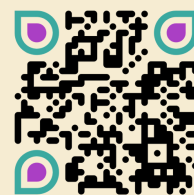
- ☐ how to talk to partners, family & friends and set up my support network
- ☐ why I may be leaking colostrum
- ☐ any concerns I have about feeding my baby
- ☐ how WIC Supports breastfeeding parents
- ☐ my plans for returning to work or school and how to still

## 3rd Trimester provide milk to my baby

- ☐ how to know my baby is hungry and full
- ☐ the importance of skin to skin after delivery
- ☐ why my baby should stay with me in my hospital room
- ☐ how my body actually makes milk
- ☐ when I can call them after delivery

## Postpartum

- ☐ signs that I am making enough milk
- ☐ how to handle engorgement and other common breastfeeding problems



Scan and click  
Breastfeeding  
Information for PC  
Bios & Contact info!