

## Breastfeeding Peer Counseling Program

Eastern Idaho Public Health Department WIC has a Breastfeeding Peer Counseling Program to assist in breastfeeding promotion and support. The peer counselor program is offered free of charge to WIC clients. Our peer counselors are WIC mothers who live in the community and have breastfed their own babies. They have been selected by WIC to help give new mothers information about feeding their babies. They are here to give you support to meet your goals for feeding your baby.

A WIC peer counselor can give you:

- Tips for how to breastfeed comfortably and discreetly, even in public
- Ways you can stay close to your baby through breastfeeding if you return to work or school
- Ideas for getting support from your family and friends
- Ways to get a good start with breastfeeding
- Tips for making plenty of breast milk for your baby
- Help with breastfeeding concerns

What does a peer counselor do?

- Listens to you
- Contacts you during your pregnancy to answer questions about breastfeeding

- Answers any breastfeeding questions or concerns you might have after your baby is born.
- Shows you how to get more help from other healthcare professionals, if needed.

*Adapted from "Moms Helping Moms: Meet Your WIC Breastfeeding Peer Counselor"*

### Picnic In the Park

You and your family are invited to our annual World Breastfeeding Week Picnic in the Park. Our picnic will be held at Kate Curley Park (located on the corner of Higbee Ave and 10th Street) on Friday August 2 from 11 am—1 pm.

Come join us for food, games, prizes and booths from a variety of local vendors.

We will have educational displays and breastfeeding experts on hand.



This free event is sponsored by the WIC program, Eastern Idaho Public Health District and the B.E.S.T. for Moms & Babies Council.

### Office Closures

July 4—Independence Day  
(Fourth of July)

July 30—WIC staff training

EIPHD

## WIC Newsletter



## July/August 2013

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# World Breast Feeding Week 2013



The theme for World Breastfeeding Week 2013 is “Breastfeeding Support: Close to Mothers.” The goal this year is to highlight the importance of the support a mother receives for breastfeeding.

The World Association of Breastfeeding Awareness is featuring **THE FIVE CIRCLES OF SUPPORT** for breastfeeding. This shows the potential influences on a mother's decision to breastfeed and to have a positive breastfeeding experience. The **CIRCLES OF SUPPORT** are: Family and Social Network, Healthcare, Workplace and Employment, Government/Legislation and Response to Crisis or Emergency, all surrounding women in the center circle.



## **WOMEN IN THE CENTER CIRCLE:**

Women are in the center because the presence or absence of support impacts them directly. Women have an important role in finding support and in providing it to other women.

## **FAMILY AND SOCIAL NETWORK:**

Husbands/partners/fathers, family & friends make up the mother's immediate and continuous support network. Social support is the support she gets from the community - at the market place, within a religious context, at a neighborhood park, etc. Support during pregnancy can reduce stress. Support during labor and birth empowers the mother. Support from family and the community increases the mother's confidence in her ability to breastfeed beyond the early weeks and months.

## **HEALTH CARE SYSTEMS:**

There are many opportunities for health care providers to support breast feeding. These opportunities include mother

friendly prenatal care, supportive labor and delivery services, and postpartum and postnatal care to promote bonding and optimal infant feeding. Health care can support mothers before and after birth.

## **WORKPLACE AND EMPLOYMENT:**

Employed women face challenges and need support to succeed at working and breastfeeding. This involves facilitating mother-baby contact or expression (pumping) and storage of breast milk.

## **GOVERNMENT/LEGISLATION:**

Women who plan to breastfeed or who are already breastfeeding benefit from the support of local and federal government.

## **RESPONSE TO CRISIS OR EMERGENCY:**

This **CIRCLE OF SUPPORT** represents the need for support IF a woman finds herself in an unexpected and/or serious situation, with little control. This might include: natural disasters, divorce proceedings, or critical illness of mother or baby.

*Adapted from:*  
[worldbreastfeedingweek.org](http://worldbreastfeedingweek.org)