*WIC Breastfeeding Program offers:*

*24/7 phone consultation*

*Lending library*

*Printed learning material*

*Internet resources*

*Facebook*

*Breastfeeding Café*

*(www.facebook.com/BreastfeedingCafe)*

*In-office support*

*Hospital visitation help*

*(When schedules allow)*

*Manual breast pumps*

*Translated Breastfeeding Information*

*Breast Pump Program*

*(Ask your peer counselor about these services)*

Breastfeeding Staff

Ginger , CLC

Breastfeeding Peer Counselor Coordinator

Certified Lactation Counselor

315-269-2042 \* Also on Facebook

[www.facebook.com/gingerpcwic](http://www.facebook.com/gingerpcwic) or Ginger BF

Call to see when available in clinic

 Ginger

Caren PC (Rome only)

Breastfeeding Peer Counselor

315-351-9607

Call to see when available in clinic

Call or text us with any questions, concerns, or you simply need an ear. We are available outside of normal business hours such as evening or weekends, however, please do not call late at night or very early in the morning.

If you try to reach us and we don’t answer, leave a message and we will call you as soon as we are able. We LOVE our jobs, but we are moms first, and sometimes are attending to the needs of our families.

WIC Nutrition Staff are also trained to answer your breastfeeding questions.

WIC Nutrition Staff are also trained to provide breastfeeding help

Your Breastfeeding Peer Counselor

Part of the paid staff of WIC

"Relationship building is at the heart and soul of the Peer Counseling Program. What makes it so successful is that Peer Counselors give out more than information. They become trusted friends. They establish relationships that end up empowering mothers."

~ Cathy Carothers, BLA, IBCLC, RLC

Moms Helping Moms

Oneida County WIC Breastfeeding Program

617 South Street Utica NY 13501
301 W Dominick St Rome NY 13440

Utica Office Phone: 315-798-5066

Rome Office Phone: 315-356-4755

www.facebook.com/WICBF

What is a Peer Counselor?

She is a mother from your community, who has been on WIC herself, and who has breastfed at least one of her own children. She has been through training, and is a paid staff member who is prepared to answer any questions or concerns you may have regarding breastfeeding.

But I am not sure I want to breastfeed.

Peer Counselors will not judge you. Only you can decide what is right for your family. We do feel breastfeeding is the ideal, though we recognize that it is not the right fit for every family. We can talk about what concerns you may have and if there are ways to work around them. Chances are other moms have had those concerns as well, maybe even ourselves personally.

I am pretty sure I am going to just use formula.

Mothers are asked to make feeding choices in pregnancy, but often change their minds. Choice is key, and having the choice to change your mind and still be prepared is a great freedom. You can have someone you can call, that can talk you through that crucial time, or can even come out to the hospital to help you.

It’s still so early in my pregnancy.

Getting to know your peer counselor as early as possible helps you develop a comfort with one another. It gives you a chance to develop “your team” and builds confidence during a time when many women feel vulnerable.

I have friends and family who have breastfed.

Peer Counselors can be a great compliment to other breastfeeding support, be it your family, friends, or other professional staff (such as doctors and midwives, the MOMS program, and visiting nurses). We can work together to support you. We provide the most current breastfeeding information, when sometimes there seems to be so much conflicting advice.

I will be returning to work or school.

Many of the peer counselors have also juggled this as well. At WIC, we provide a free pump loan program to moms who will be separated from their babies throughout the day. Your peer counselor can provide tips for successful pumping, so your baby can still have breast milk while you are away. Other moms may decide to breastfeed part-time and supplement with formula. Your peer counselor can help you troubleshoot what may work best in your particular situation. She has had the experience of working with many mothers in your same shoes, and you can benefit from knowing what did (and didn’t) work for other moms.

I have already breastfeed and don’t need help.

Everyone can use a cheerleader. Whether it’s your first baby, or your 5th, caring for a newborn is overwhelming, and having someone there who can be an ear can be a blessing. Remember too, all babies are different. You may have questions or concerns that did not come up with your children. Sharing your past experiences with your peer counselor can help her better serve new moms.

I am already breastfeeding.

Having a peer counselor helps moms overcome obstacles, provides answers to immediate questions, and gives you one more person on your team. Today seems like good day to make a friend.

I recently had my baby and didn’t breastfeed or recently stopped, and now regret it.

A peer counselor can talk to you about relactation (the restarting of a milk supply). Many moms think that once they stop (or never started), that decision is final. A mother can rebuild her milk supply, and the sooner you get started the better. A peer counselor can help you do that, if that is what you would like. Some decide to add “some breastfeeding” to their routine, others are able to switch entirely to breast milk over time.

WIC Food Packages

Pregnant Women Receive a food package worth $73 a month until delivery

Fully Breastfeeding Women Receive a food package worth $94 a month up to one year

Mostly Breastfeeding Women Receive a food package worth $73 a month up to one year

Some and Non Breastfeeding Women package worth $55 a month up to 6 months

Women who choose to fully formula feed will need to purchase $50-$70 worth of basic formula IN ADDITION TO what WIC provides. If you are using a specialized formula, out of pocket expenses will be much higher.

Peer Counselors can help you save money.