



Peer Counseling Connection

Breastfeeding Peer Counseling Program Newsletter

Welcome 12 new BFPC programs!

Twelve new local agencies (LAs) officially join the existing 48 Breastfeeding Peer Counseling Program (BFPC) LAs! This is the first program expansion since 2010.



Who We Are

The BFPC Program is a team of experienced moms serving as Peer Counselors (PCs) who offer support and encourage WIC parents in breastfeeding their infants.

PCs extend existing WIC services by providing invaluable peer-to-peer support and enhanced breastfeeding services.

The BFPC Program is supported by:

240 Peer Counselors

66 BFPC Coordinators

105 International Board-Certified Lactation Consultants (IBCLCs)

60 WIC agencies out of 84 in California

Our Why: Supporting Families on their Journey

August is [National Breastfeeding Month](#), and the theme is “This is Our Why.” The theme centers the conversation around babies and their lactating parents who need breastfeeding support. Join us throughout the month for a variety of engaging events and activities, all designed to raise awareness and celebrate breastfeeding and chest feeding parents.

Mark Your Calendars

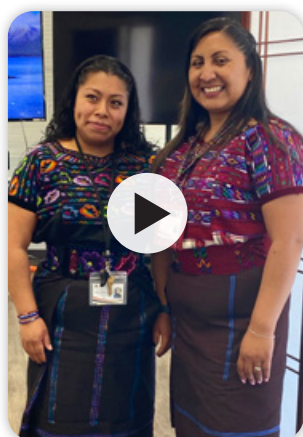
- [World Breastfeeding Week](#) (August 1–7)
- [Indigenous Milk Medicine Week](#) (August 8–14)
- [AANHPI Breastfeeding Week](#) (August 15–21)
- [Black Breastfeeding Week](#) (August 25–31)
- [Lactancia Latina Week](#) (September 5–11)



California WIC Story Native American Health Center

Meet peer counselors Mayra and Vicky from [Native American Health Center \(NAHC\) WIC](#) who have a passion to serve the indigenous Mam-speaking community in Oakland. Discover their impactful work in an inspiring [new video!](#)

The BFPC Program supports diverse families who speak multiple languages including Arabic, Hmong, Russian, Chinese, and Punjabi.



What Moms Say

“WIC gave me a lot of pointers when it came to breastfeeding my second baby. They told me just to take my time and continue to latch my baby any time she looks hungry and to stick with it. It took almost two months, but my baby finally got the hang of it. WIC also taught me to lay back and let the baby take the lead when it came to feeding.”

Daisy | WIC Mom, [Community Bridges WIC](#)



What Staff Say

“The [WIC] Breastfeeding Peer Counseling program is for pregnant moms. They can get additional support from WIC staff members who has also been through the breastfeeding journey. Someone they can trust, someone they can open up with, someone you can feel safe with to share their concerns.”

Gagandeep | Peer Counselor, [Contra Costa WIC](#)



California Department of Public Health,
California WIC program

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