



WIC Breastfeeding BUDDY PROGRAM

What's in it for me?

Having a newborn can be tough. Building your breastfeeding support network can help you reach your breastfeeding goals. You may already have a WIC peer counselor who can offer breastfeeding support. Having a buddy can add to your existing support network. Your buddy may be facing similar challenges as you around the same time. She is there to listen, share experiences, encourage, and celebrate milestones, and to lean on you for support as well! You aren't alone. Someone who is going through similar experiences is only a call away.

How do I sign up?

Let your WIC staff know you'd like to participate! They will find a buddy to match you with. Once you're matched, you'll review buddy expectations together and sign your Buddy Pledge.

How does it work?

A WIC staff will pair you with a mom who has a similar due date as you—or whose baby was born around the same time. Once you are introduced to your buddy, you'll decide together how you will communicate—whether it's meeting in person or texting and calling. You'll also decide how often you want to meet, where to meet, and how structured you want to be with each other. The Buddy Program is “buddy-driven.” That is, how you use your buddy support is up to you and your buddy.



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WICBreastfeeding.fns.usda.gov