

Breastfeeding Positive Peer Influence

To establish a standard for breastfeeding promotion and support, all local WIC agencies will have a plan to ensure that women have access to breastfeeding promotion and support activities during the prenatal and postpartum periods according to federal regulation 246.11(c)(7). To meet this federal regulation, all WIC agencies are required to provide a Peer Counseling Program. All local WIC agencies can provide breastfeeding promotion and support above the regulation.