

# Success Story

Erie County



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## ECDOH WIC Program to be Showcased

The Erie County Department of Health (ECDOH) Women, Infants and Children (WIC) program is a special supplemental food program that provides nutritious foods, milk, juice, formula and other items to low income pregnant or breastfeeding women, infants and children up to age 5.

The ECDOH WIC Breastfeeding Peer Counselor Program has been recognized as one of the most innovative programs in New York State and will be presented at WIC Breastfeeding regional conferences in Albany in June and New York City in July. Sue Leisner, RD, IBCLC, WIC Breastfeeding Coordinator, has been invited to showcase the Erie County program's very successful collaboration with Sisters Hospital's lactation department, as well as a unique tiered approach to training and hiring peer counselors within the WIC clientele base. The WIC Breastfeeding Peer Counselor Program has been an integral part of WIC services in Erie County since 1995, increasing initial breastfeeding rates of 12% in 1995 to 42% in 2008. The ECDOH WIC program currently has ten (10) counselors employed and five (5) in unpaid internships supporting an average caseload of 2000 breastfeeding moms and babies.

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