

Success Story

Erie County



Chris Collins
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Department of Health

ECDOH WIC Program to be showcased on national level

The Erie County Department of Health (ECDOH) Women, Infants and Children (WIC) program is a special supplemental food program that provides nutrition education and foods, such as milk, juice, cereal, vegetables, fruits and other items to low income pregnant or breastfeeding women, infants and children up to age 5. A major component of this program is the Breastfeeding Peer Counselor Program which strives to increase breastfeeding rates among WIC recipients.

The ECDOH WIC Breastfeeding Peer Counselor program has been recognized as one of the most innovative programs in New York State. As a result of this, the WIC Breastfeeding Coordinator, Sue Leisner, RD, IBCLC, RLC, will be presenting and profiling the ECDOH WIC program at the National WIC Assoc Breastfeeding and Nutrition Conference in Kentucky in September 2008. The ECDOH WIC Peer Counseling Program is one of only four Peer Counselor Programs chosen for this honor.