



Santa Barbara County Public Health Department Nutrition Services

BREASTFEEDING PEER COUNSELOR PROGRAM

- Full Time Bilingual Breastfeeding Peer Counselors
- Help 80-120 participants monthly
- First “Bfed” two way texting program
- Act as Role Model to empower families to breastfeed
- Meeting the needs of Gen Y





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BREASTFEEDING PROGRAM

- Spanish speaking IBCLCs help low income mothers breastfeed
- Provide support to families who receive Medi-Cal or participate in the WIC Program
- Provide services through California's expanded Medi-Cal, Comprehensive Perinatal Services Program (CPSP)



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WIC PROGRAM

- Some of the highest breastfeeding rates in CA and the United States
- **2015 Average Fully Breastfeeding Rate 1-12 months: 37.6%**
- State Average Fully Breastfeeding Rate 1-12 months: 21%
- High number of lactation educators and continued BF training
- Meeting the needs of Gen Y through texting, breastfeeding apps and our YouTube Channel





“Bfed” Two-Way Texting

BREASTFEEDING PEER COUNSELOR PROGRAM

- Started in Spring 2011, with a partnership with an innovative texting company
- Developed prenatal & postpartum texts in English & Spanish
- Automated texts sent from computer to cell phone centered around due date
- Participants can text back & engage in two-way dialogue with their BPCs
- This topic has been presented at national and international conferences





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HAS PRESENTED ABOUT OUR BFED TEXTING PROGRAM

- California WIC Association (CWA) Conference
- Two National WIC Association (NWA) Conferences
- California Breastfeeding Coalition Summit
- International Lactation Consultant Association (ILCA)
- Texas State WIC Conference
- United States Lactation Consultant Association (USLCA)
- iLactation Conference
- Santa Barbara County Breastfeeding Coalition

