

A close-up, warm-toned photograph of a woman with blonde hair, seen from the side, breastfeeding her baby. The woman is looking down at the baby with a gentle expression. The baby's head is visible in the foreground, resting against the woman's chest. The background is softly blurred, focusing attention on the mother and child.

# Mom-to-mom breastfeeding support

## Colorado WIC Breastfeeding Peer Counselor Texting/Phone Program

Receive texts about  
your nutrition,  
breastfeeding,  
and infant  
nutrition  
during your  
pregnancy  
and after.

A close-up photograph of a hand holding a black mobile phone, with the screen and keypad visible. The hand is positioned in the lower-left corner of the advertisement.

**To enroll, text “bfmom” to 839863**

Receive mom-to-mom breastfeeding education and support by text/phone from a WIC Breastfeeding Peer Counselor. Learn more about breastfeeding and get answers to your questions. Support is available after hours and text/calls are returned within 12 hours. Community resources are provided if 1:1 breastfeeding help is needed.

Text “bfmom” to 839863 to enroll. Once you are enrolled, your Breastfeeding Peer Counselor will text you to introduce herself. Text “STOP” to cancel at anytime.



Colorado Department  
of Public Health  
and Environment