



ARAPAHOE COUNTY



What is a Breastfeeding Peer Counselor?

- Have specialized training to provide personalized breastfeeding support by text, phone, or email
- Are available after hours, weekends, and holidays to provide 24/7 support
- Connect families with a breastfeeding expert or additional resources if needed



Story Time!

Our team of peer counselors connect with families during moments when compassionate support matters most.

I am so grateful. In those moments when I needed it most, and I didn't know what was happening to me or my baby, that informative message arrived, calming my mind and bringing me peace. Thank you so much. Keep up the good work. You are a key support during postpartum. You helped me and continue to help me immensely.

Beautiful support for such a stressful, uncertain experience, especially for first time moms. Thank you!

I'm very grateful for this type of program. It truly helped me psychologically to feel better with the tips and words of encouragement that [my peer counselor] shared with me.





Metric Overview

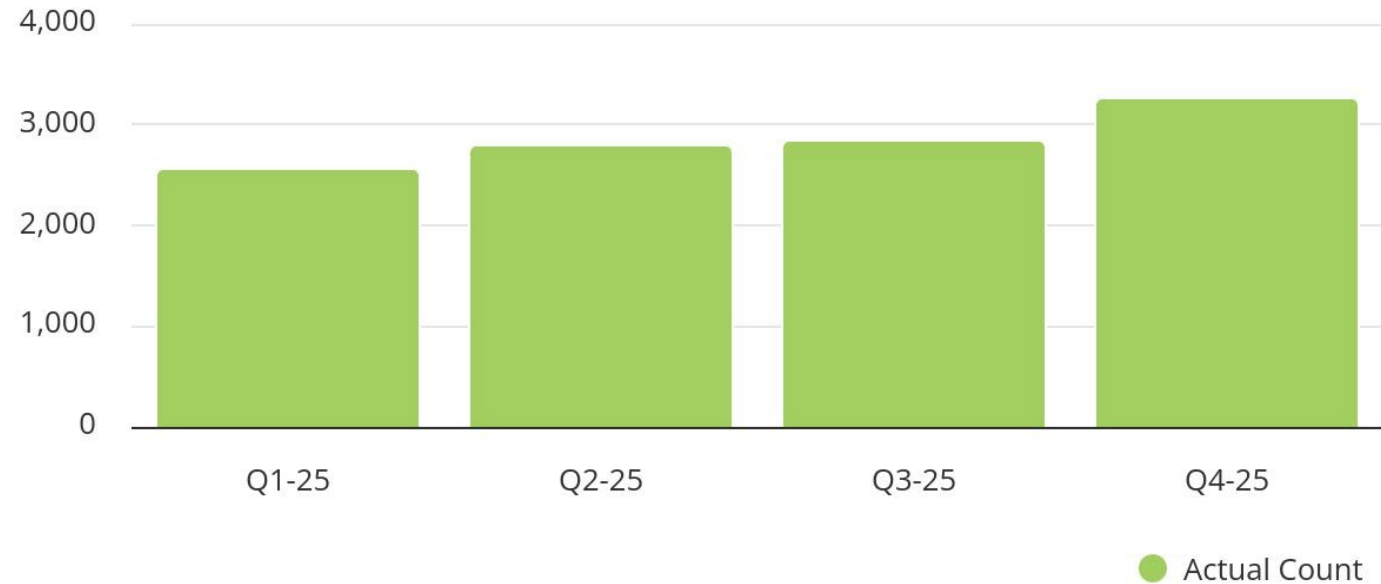
This measure shows the number of breastfeeding support contacts completed by the ACPH BFPC program.

Breastfeeding is a major public health priority - it improves health outcomes, reduces healthcare costs, and addresses health inequities at the population level.

This effort improves breastfeeding self-efficacy and improves initiation and duration rates.

In 2025, the peer counselors completed 11,448 contacts with breastfeeding families.

Count of Monthly BFPC Contacts



Learning Opportunities

Challenge: Caseload has increased without the ability to hire new staff. The number of hours that the peer counselors work is limited by funding which limits capacity.

Action Taken: System-Only approach

Action Taken: Monthly Pump Follow Up Program

Challenge: Breastfeeding rates are influenced by many external factors beyond our control, including support in hospitals, at home, at work or school, in daycare settings, medical issues, and legislation.

Action Taken: Work with community partners (e.g., hospital lactation program networking meetings, Colorado Breastfeeding Coalition involvement)





What is WIC?

WIC is The Special Supplemental Nutrition Program for Women, Infants, and Children.



One-on-One
Tailored Nutrition
Counseling



Breastfeeding
Support



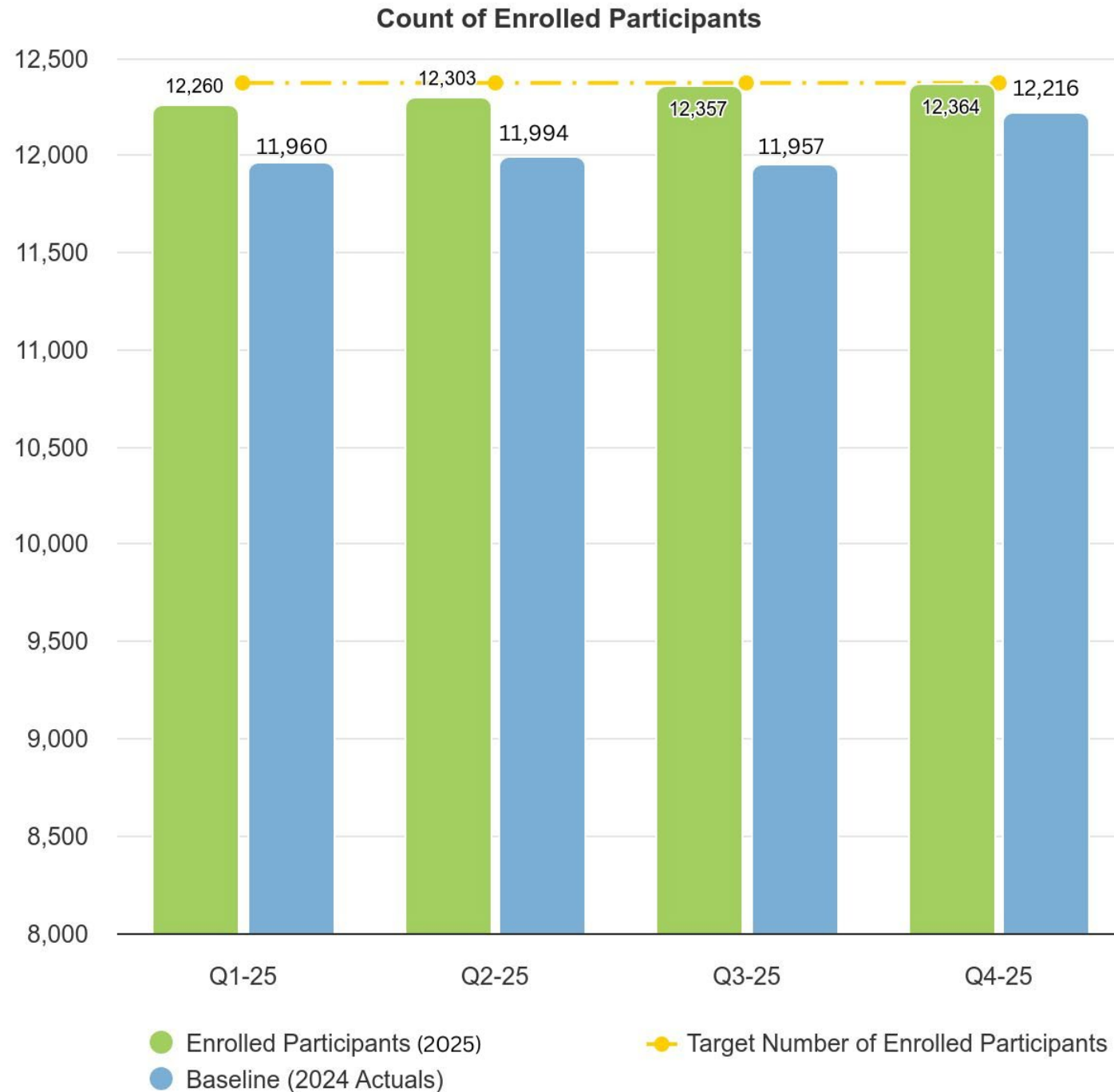
Access to
Healthy Food



Referrals to Health
& Community
Services

Metric Overview

- This measure shows the **Average Monthly Number of Enrolled Participants** per quarter on WIC.
 - Caseload is increasing
 - Target is to maintain caseload
- This measure is tracked to monitor:
 - Staffing workload and capacity.
 - Current and projected funding needs.
 - External policy, economic and community influences.

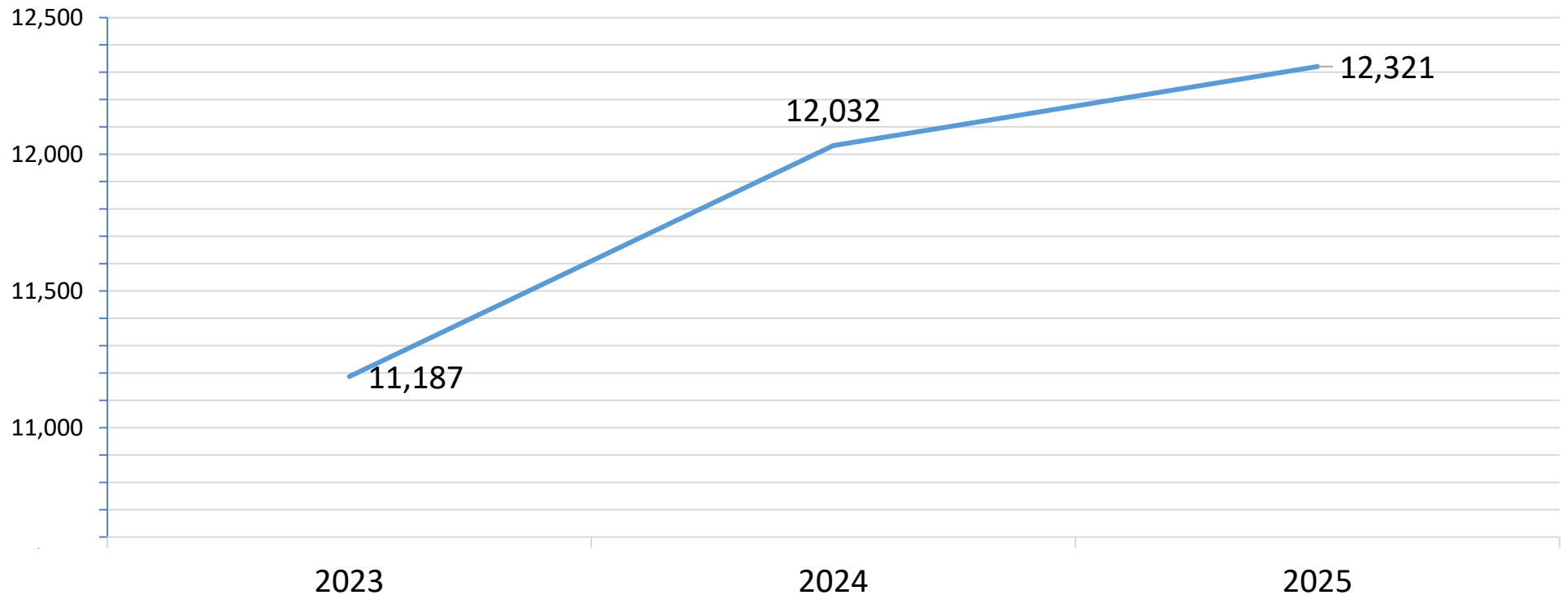


Metric Overview

- This measure shows the Annual Average Number of Enrolled Participants in 2023-2025.

- Sharp increase in 2023
- Slower increases in 2024 and 2025

Annual Average Number of Enrolled Participants
2023-2025



Learning Opportunities

Challenge: Caseload is growing yearly with budget constraints, unable to hire additional staff to support the increase in participants.

Action Taken: Request additional funding from state and local sources.

- **Challenges:** There is a limited amount of money to be distributed among programs.

Action Taken: Explore additional income streams from grants, Medicaid billing, and other sources.

- **Challenges:** Additional workload is often tied to grants and other funding sources.

Action Taken: Expand the use of online WIChealth.org appointments, where families complete self-paced nutrition education lessons instead of an appointment with WIC Staff.



WIChealth.org Success!

The use of **WIChealth.org** has allowed us to serve our growing caseload. It is funded by Colorado WIC so there is no cost to our Program.

WIChealth.org has freed up clinic schedules, so we can see other participants, and families like the convenience and variety of lessons offered.

In 2024:

- **5,923** appointments diverted to WIChealth.org.
- **1,481** staffing hours saved.
- Value of staff time saved was **\$71,413.82!**

In **2025** even more appointments were diverted and more time was saved.



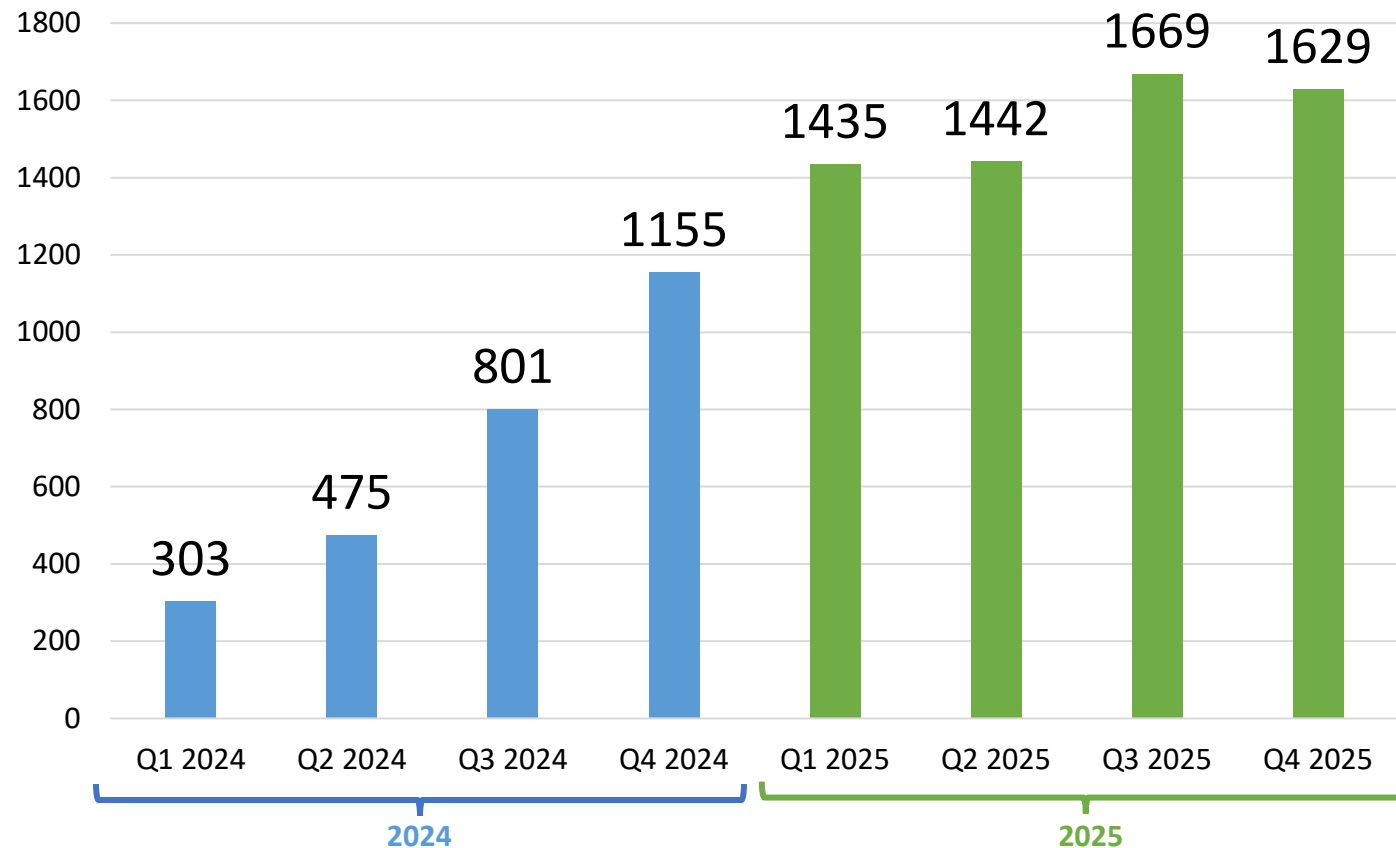
Metric Overview

This measure shows the count of **WIChealth.org Accounts** in 2024 and 2025.

- Steadily increasing

This measure is used to monitor our WIChealth.org enrollment progress.

WIChealth.org Accounts – 2024 & 2025



WIC STRONG



2026 Path Forward

Continue to provide quality services to WIC Families

- **Action Taken:** Continue expansion of online WIChealth.org appointments. Action Team created to refine clinic processes.
- **New Action Taken:** Medicaid billing for IBCLC (International Board Certified Lactation Consultant) services in 2026.
- **Action Taken:** Create a One Note document of text messages by topic for quick access by peer counselors to save time.