

Breastfeeding Peer Counselor Text Messages

Texting tips

- **Make it personal** by using mom/baby name.
- Periodically send informational texts, like the ones in this document, but also make it more direct and ask how mom/baby are doing or following up from a previous contact.
- Modify suggested texts to “sound” like you and feel like a conversation.

Suggested messages

Initial introduction text

Hello, I am *(insert your name)*, Breastfeeding Peer Counselor for the *(insert county)* WIC office. I’ll be here to help support your breastfeeding goals! I’ll be reaching out monthly with breastfeeding information. Looking forward to connecting!

After you meet mom in person for the first time

Hi *(insert mom’s name)*– it’s *(insert your name)* the breastfeeding peer counselor for the *(insert county)* WIC office. It was nice meeting you, and I look forward to supporting you and your breastfeeding goals! I am just a call or text away, please reach out with any questions.

Pregnancy

Use anytime during pregnancy

Hi, *(insert mom’s name)*! Have you heard of rooming-in? Keeping baby in your hospital room helps with bonding and skin to skin contact, which helps sooth baby and fosters breastfeeding getting off a to a great start!

Are you interested in a useful breastfeeding app? You can learn more about breastfeeding and other health benefits with the Coffective app. It’s a little green circle with a blue “Co” and you can find it in your Google Play or Apple App store. I hope you check it out!

Did you know that breastfeeding is not just about nutrition for baby – women who breastfeed recover from childbirth more quickly, and have a lower risk of type 2 diabetes, high blood pressure, ovarian cancer, and certain types of breast cancer! I’d love to talk through all the benefits of breastfeeding with you!

If you are planning to exclusively breastfeed, talk with your doctor about vitamin D recommendations for once baby is here! Breastmilk alone does not provide infants with enough vitamin D, so a supplement may be recommended.

3 months pregnant (5-8 weeks)

It isn't too early to start thinking about how you plan to feed your baby. Breastfeeding provides protection against some diseases (for baby AND you) and can help decrease ear infections and diarrhea. Your breastmilk contains everything your baby needs to develop and grow strong! Call or text me if you have any questions about breastfeeding your baby.

WIC encourages mom to breastfeed! Your milk has exactly what your baby needs to grow. Message me with any questions you may have!

4 months pregnant (14-17 weeks)

Your body is already making milk and preparing itself to feed your baby by week 16 of your pregnancy! The first milk is called colostrum and contains nutrients and powerful antibodies especially for your baby and it changes as he grows. Only you can make the perfect milk for your baby! Call or text me if you have any questions about breastfeeding your baby.

Breastfeeding might seem scary if you haven't breastfed before. You're not alone! I help many moms on their feeding goals, and I'm here to answer any questions or concerns you have.

5 months pregnant (18-21 weeks)

Studies show that babies who are placed on their mother's chest, skin-to-skin, right after delivery will breastfeed better, cry less, stay warmer and calmer and have better blood sugars. This early skin-to-skin contact also allows baby to find your breast on his own and sets the stage for a good breastfeeding experience! Call or text me if you have any questions about breastfeeding your baby.

Your family and friend can help you and your baby in many ways. They can snuggle your baby, change diapers, help you get comfortable while breastfeeding, and more! Learn more:

<https://wicbreastfeeding.fns.usda.gov/talking-your-family-about-breastfeeding>

Hi, *(insert mom's name)*, You CAN breastfeed! Trust your body and ask for help when you need it.

Learn more: <https://firstdroplets.wpengine.com/abcs/>

6 months pregnant (22-26 weeks)

Now is a good time to discuss how you will feed your baby with your doctor. Having support is important and I am here to support you! I would love to meet with you to make a plan for breastfeeding your baby in the hospital. When is a good time for me to call you?

Now is a great time to attend a breastfeeding class with other pregnant moms like you! *(include details for breastfeeding classes here)* <https://vimeo.com/685933436/4c3b604530>

Where and how your baby sleeps help keep them safe. Babies should sleep on their backs, without soft bedding, in your room, but in their own safety-approved space. Learn more:

<https://safetosleep.nichd.nih.gov/reduce-risk/safe-sleep-environment>

Did you know that human milk has more than 200 nutrients? Your milk even changes to make exactly what your baby needs!

You can breastfeed no matter what size your breasts or nipples are. If you have concerns about your breast or nipple size or shape, let's talk about it! Our breastfeeding counselor is available for an in-depth assessment!

7 months pregnant (27-30 weeks)

Hi, (*insert mom's name*)! Have you noticed any changes with your breasts? That is a normal part of pregnancy, your body is preparing to feed your baby! Check out this resource!

<https://www.wichealth.org/Member/Resource?id=4965>

Did you know, each time you breastfeed can be different? Feedings may be 15-20 minutes, or longer or shorter. This also changes as they baby grows. Learn more:

<https://wicbreastfeeding.fns.usda.gov/breastfeeding-basics>

Some signs that your baby is getting enough milk are swallowing sounds during a feeding, acting content after a feeding, and having plenty of wet and dirty diapers. Learn more:

<https://www.readyssetbabyonline.com/home-again/signs-of-success/>

8 months pregnant (30-36 weeks)

Worried that breastfeeding will hurt? A good latch is key to prevent nipple soreness for mom and good milk transfer for baby. Call or text me if you have any questions about breastfeeding your baby. Here is a video that shows you how: <https://www.youtube.com/watch?v=wjt-Ashodw8&t=1s>

8 months pregnant (30-36 weeks), second contact

A newborn's tummy is the size of a cherry, and it only holds about 1 to 1 1/2 teaspoons of milk. This is the same amount of newborn milk your body is making right now! It is normal and necessary for your baby's growth for her to eat frequently. Call or text me if you have any questions about breastfeeding your baby. <https://wicbreastfeeding.fns.usda.gov/how-much-milk-your-baby-needs>

Your breasts make very small amounts of milk for the first few days after birth. This is normal! As your baby grows, your body will make start to make more. You will make the perfect amount for your baby. Would you have time for a phone call this week or next, to talk about what to expect?

8 months pregnant (30-36 weeks), third contact

Many insurance companies (including Medicaid) will provide a breast pump to you around 37 weeks of pregnancy. Ideally, you will not need to use a pump until after breastfeeding is well established. However, if you and baby need to be separated for medical reasons, pumping your milk can protect your milk supply. It may also be useful if you plan to return to work or school. Call or text me if you have any questions about ordering pumps!

Getting off to a good start with breastfeeding starts in the hospital. Learn more here:
<https://www.readysbabyonline.com/the-first-hours/skin-to-skin-contact/>

Newborn babies nurse at least 8-12 times every 24 hours. This includes through the night. When your baby wakes up hungry at night, remember this is normal!

After birth, newborns on their mother's chest may use their instincts to latch to the mother's breast and nurse without help. This is called the "breast crawl." Learn more:
<https://babygooroo.com/articles/what-is-breast-crawl>

9 months pregnant (36-40 weeks)

Hand expression is a useful skill for moms to know. You can even hand express your newborn milk onto a spoon and feed baby if he is not latching well or if you have to be separated for medical reasons. Call or text me if you have any questions about breastfeeding your baby. Here is a video that show how to hand express your milk: <http://med.stanford.edu/newborns/professional-education/breastfeeding/hand-expressing-milk.html>

Remember to take care of your physical and mental health. If you're feeling overwhelmed, there are resources for you. Learn more: <https://wicbreastfeeding.fns.usda.gov/taking-care-you>

Waking up from sleep often and crying are normal behaviors for newborns. This does not mean anything is wrong with your milk. I am just a call away if you have questions!

Did you know your body will take a few days before it starts making a lot of milk. Breastfeeding often in the early days will help your body make more milk.

Hi, *(insert mom's name)*! I highly recommend during your hospital stay after your baby is born, to ask for help from the hospital lactation consultant. Then call me!

You are approaching your due date, how exciting! I can't wait to hear all about welcoming your new baby. I will reach out again after a bit, but please call or message me with updates!

NICU baby

Congratulations!! Thinking of you both during this time. Your colostrum and breastmilk have tons of antibodies, white blood cells and immune boosting properties to help baby fight infection. Pumping frequently is very important, which should take place every two-three hours to begin building your milk supply and growing baby quickly. I'm here to help support you!

NICU Baby, second contact

Hi, hoping (*insert baby's name*) is doing well! Here's a tip to express the maximum amount of milk: Use breast massage and hand expression for two minutes prior to pumping and continue using breast massage while you pump. How is pumping going for you? Here is a video to help:

<https://med.stanford.edu/newborns/professional-education/breastfeeding/hand-expressing-milk.html>

Postpartum

Day one or two

Congrats on baby's arrival (*use baby's name if already in system*)! Breastmilk is a precious gift to baby, whether you're fully breastfeeding or partially breastfeeding. Babies are awake and cry more often the 2nd night. It's normal! Skin to skin and breastfeeding can help calm and encourage sleep. I am here to help if questions come up! <https://vimeo.com/685544028/905ec5d84e>

Hi, (*insert mom's name*)! Here is a great breastfeeding resource for many questions that may come up. I'd be happy to walk through this guide when you are feeling settled and ready for a call!

https://womenshealth.gov/sites/default/files/documents/2025/Your_Guide_to_Breastfeeding_Aug2022-compressed.pdf

On days two and three of life, newborns are more awake and want to breastfeed very often. This is normal! Breastfeed whenever your baby shows hunger signs. Learn more:

<https://www.readysetbabyonline.com/the-first-hours/baby-cues/#content-container>

Around day five (when baby is home)

Wondering how much milk baby is getting? You can tell by how many wet and dirty diapers baby is having. You are also always welcome to bring baby in for free weight check anytime with WIC! What's the scoop on my baby's poop? <https://livewell.wicresources.org/blog/the-scoop-on-poop/>

By five days after birth, breastfed babies have three or more yellow, seedy, runny poops each day. Learn more: <https://wicbreastfeeding.fns.usda.gov/how-much-milk-your-baby-needs>

Week one breastfeeding

Need some latch assistance? Here is a great video on getting a good latch. Please let me know if you have any questions. <https://youtu.be/wjt-Ashodw8>

Breastfeeding in a comfortable position with a good latch makes breastfeeding easier. Learn more: <https://babygooroo.com/articles/breastfeeding-positions-latch>

At this time, you might notice your breasts are fuller. If you're feeling sore try hand expressing to relieve pressure, or breastfeeding baby. If you have concerns, contact me. You're doing great!

Week one, second contact

How is breastfeeding going? If your nipples are sore, your baby might not be getting a good latch. Call or text me and I can help offer some suggestions to improve baby's latch. Breastfeeding is a learning experience for both you and baby.

Hand expression (or removing your milk with your hands) is a valuable skill. Learn more: <https://globalhealthmedia.org/portfolio-items/how-to-express-breastmilk/?portfolioID=5623>

Sometimes it is hard to know what your baby is needing, here is a video to understand what (*insert baby's name*) might be telling you! <https://vimeo.com/685923401/cfb4c900b>

Week two breastfeeding

Hello, how's it going?! (*Insert baby's name*) should be nursing 10-12 times within 24 hours. Baby will often eat at night. It helps build milk supply and it's necessary for growth. Cluster feeding may begin. Also necessary for supply! What's cluster feeding? Check out this link: <https://wicbreastfeeding.fns.usda.gov/cluster-feeding-and-growth-spurts>

Breastfeeding is easier when your baby is calm. Try skin-to-skin, holding, rocking, or speaking softly to soothe your baby. Learn more: <https://babygooroo.com/articles/what-to-do-when-your-baby-wont-stop-crying>

Week two breastfeeding, second contact

Hello sweet momma. Some moms feel that if they pump and don't get much milk that means they are drying up. That is simply not true! Some respond very well to a breast pump, and others don't. It is not always a true reflection of what your baby is getting when nursing.

You may hear, "supply and demand" quite often from health professionals. The more you feed your baby or pump, the more you will make. Let me know when a good time to talk would be, we can review your milk supply and meeting your baby's needs!

Week three breastfeeding

Your breasts are a bit softer and less full feeling by now. They are adjusting to babies eating patterns. Nursing on demand is ideal if possible. Baby should have four yellow, seedy diapers every 24 hrs. If you have any concerns, please let me know!

Will you be going back to work soon? Around week three when breastfeeding is going well, offer baby a bottle of pumped breastmilk once a week, so that if your little one needs to take a bottle later, she will do it. (If you wait until six weeks, baby may have a harder time taking the bottle.) Tip - If there is another adult available, babies will usually take a bottle better for someone other than mom. Use the time while someone else is feeding baby to do something to take care of yourself.

You might notice your baby's going through a growth spurt and seems to be eating more. This is normal with baby nursing more; it will help your body to keep making more milk. This does NOT mean you don't have enough milk!

Babies need regular feedings to give them nutrition and help them grow. This includes feedings overnight. These are hard days, but it does get easier!

Week four breastfeeding

Good morning/afternoon! How are you and (*insert baby's name*) doing? You've been providing the very best to your baby for one month now! Great job! If you are experiencing any pain, give me a shout. Take care.

Around this time, your baby may be growing quickly and want to breastfeed often. This is normal! Learn more: <https://babygooroo.com/articles/breastfeeding-frequency-days-growth-spurts>

Week four breastfeeding, second contact

It is normal for baby to wake up several times at night to be breastfed. This keeps baby safe and healthy. Learn more about babies and sleep: <https://www.youtube.com/watch?v=eX2ijdLnIJU.T>.

Week five breastfeeding

Hi there, quick breastfeeding tip for you: Growth spurts and cluster feeding are normal occurrences. Your baby is telling your body to make more milk by nursing more. This does NOT mean you don't have enough milk!

Two months breastfeeding

Happy two months of breastfeeding! That's awesome! How is it going? Will you have to return to work anytime soon? Here is some information about breastfeeding and working.

<https://www.breastmilkcounts.com/back-to-work/>

Three months breastfeeding

How are you and *(baby's name)* doing? How is breastfeeding? Did you know it is normal for your baby to want to be held all the time? You can try a sling or carrier to keep baby close and still get things done.

Hi, *(insert mom's name)*! Are you getting ready to return to work? Here is a short video about returning to work and breastfeeding! I am here to help walk you through a pumping schedule and to answer any questions you have! <https://vimeo.com/685935496/d641f2f1d6>

Did you know Minnesota law protects your right to nurse your baby anytime, anywhere your baby is hungry? Questions? I'm happy to hear from you!

Four months breastfeeding

Hi *(insert mom's name)*, how is breastfeeding going? Your milk supply is going to start becoming more consistent. Breastfeeding on demand will help. You got this mama!

Has *(baby's name)* lost some interest in nursing lately? Don't be alarmed, that could be a "nursing strike." Here is more information. Happy to connect with any questions!

<https://wicbreastfeeding.fns.usda.gov/why-baby-may-suddenly-refuse-breast>

Hello, momma! Have you noticed baby gets a bit more distracted lately? Here is a short video that covers why she/he gets so easily distracted (and remember, that is normal!).

<https://vimeo.com/685560919/ce143fa1be>

Five months breastfeeding

Five months of bonding! If biting/teething while breastfeeding is a concern, let me know. If biting happens, firmly say "no," unlatch and try again in a few minutes. Remember to hold off on solids until around 6 months or when baby is developmentally ready. Your next appointment with your WIC nutritionist will cover intro to solids!

As your baby grows, they may breastfeed less often. Continue to breastfeed on demand!

Six months breastfeeding

By breastfeeding this long, you've helped protect your baby's immune system and lowered your baby's risk of developing eczema and asthma. The longer you provide breastmilk the more protected your baby will be. Keep up the good work, happy 6 months!

Just because baby may be starting to eat solids now doesn't mean baby needs less milk! At this age, baby is still dependent on your milk to meet most nutrient needs.

<https://vimeo.com/685938102/51f9785566>

Seven months breastfeeding

Hello, I wanted to check in on you both and breastfeeding. By now you might have noticed (*insert baby's name*) gets distracted by everything! Quiet rooms and whatever soothes your baby before feedings are very helpful. I'm here if you need anything.

Teething may make your baby fussier and want to breastfeed often. This is normal, and breastfeeding can help soothe your baby. Learn more: <https://babygooroo.com/articles/ways-to-ease-teething-pain>

Eight months breastfeeding

(*Insert mom's name*), you have been breastfeeding for 240 days! That is impressive! Did you know - babies nurse to eat, sleep, relax, bond, suckle, they're overstimulated or hurt, sick, teething or bored. Hang in there!

Nine months breastfeeding

Hi (*insert mom's name*), how is your breastfeeding journey coming along? Your milk is providing the most essential nutrients and immune factors. Baby's brain and body development is complements of your milk! You're doing a beautiful job.

Ten months breastfeeding

Is (*insert baby's name*) on the move and into everything? Breastmilk continues to provide important protection currently, when there's more exposure to germs. Keep offering breastmilk throughout the day even if your baby seems too "busy" to nurse!

Eleven months breastfeeding

Happy 11 months of breastfeeding!! You and your sweet baby have both learned patience and discipline with distractive nursing, teething, growth spurts, milk insecurities – "you're a rock star!" (*or "way to go, Mom!"*)

Twelve months breastfeeding

Congratulations, (*insert mom's name*), on your huge accomplishment of breastfeeding (*insert baby's name*) for one year! One year of providing, growing, bonding, trusting, protecting, loving, and sustaining life. It's incredible. You may continue nurse as long as you both want to! Whenever you are ready to wean, dropping one breastfeeding time per week is a great way to wean with less pain and stress. I'd be happy to connect with you on breastfeeding goals beyond one year!

Complete list of hyperlinks

[Talk to Your Family about Breastfeeding | WIC Breastfeeding Support](https://wicbreastfeeding.fns.usda.gov/talking-your-family-about-breastfeeding)

(<https://wicbreastfeeding.fns.usda.gov/talking-your-family-about-breastfeeding>)

[Droplet » ABCs \(https://firstdroplets.wpengine.com/abcs/\)](https://firstdroplets.wpengine.com/abcs/)

[Prenatal on Vimeo \(https://vimeo.com/685933436/4c3b604530\)](https://vimeo.com/685933436/4c3b604530)

[Safe Sleep Environment | Safe to Sleep®\(https://safetosleep.nichd.nih.gov/reduce-risk/safe-sleep-environment\)](https://safetosleep.nichd.nih.gov/reduce-risk/safe-sleep-environment)

[Breast Changes \(https://www.wichealth.org/Member/Resource?id=4965\)](https://www.wichealth.org/Member/Resource?id=4965)

[Breastfeeding Basics | WIC Breastfeeding \(https://wicbreastfeeding.fns.usda.gov/breastfeeding-basics\)](https://wicbreastfeeding.fns.usda.gov/breastfeeding-basics)

[Signs of Success \(https://www.readysbabyonline.com/home-again/signs-of-success/\)](https://www.readysbabyonline.com/home-again/signs-of-success/)

[Attaching Your Baby at the Breast - Breastfeeding Series \(https://www.youtube.com/watch?v=wjt-Ashodw8&t=1s\)](https://www.youtube.com/watch?v=wjt-Ashodw8&t=1s)

[How Much Milk Your Baby Needs | WIC Breastfeeding Support](https://wicbreastfeeding.fns.usda.gov/how-much-milk-your-baby-needs)

(<https://wicbreastfeeding.fns.usda.gov/how-much-milk-your-baby-needs>)

[Skin-to-Skin Contact \(https://www.readysbabyonline.com/the-first-hours/skin-to-skin-contact/\)](https://www.readysbabyonline.com/the-first-hours/skin-to-skin-contact/)

[What is breast crawl? } baby gooroo \(https://babygooroo.com/articles/what-is-breast-crawl\)](https://babygooroo.com/articles/what-is-breast-crawl)

[Hand Expressing Milk | Newborn Nursery | Stanford Medicine](https://med.stanford.edu/newborns/professional-education/breastfeeding/hand-expressing-milk.html)

(<https://med.stanford.edu/newborns/professional-education/breastfeeding/hand-expressing-milk.html>)

[Taking Care of You | WIC Breastfeeding Support \(https://wicbreastfeeding.fns.usda.gov/taking-care-you\)](https://wicbreastfeeding.fns.usda.gov/taking-care-you)

[Hand Expressing Milk | Newborn Nursery | Stanford Medicine](https://med.stanford.edu/newborns/professional-education/breastfeeding/hand-expressing-milk.html)

(<https://med.stanford.edu/newborns/professional-education/breastfeeding/hand-expressing-milk.html>)

[Birth on Vimeo \(https://vimeo.com/685544028/905ec5d84e\)](https://vimeo.com/685544028/905ec5d84e)

[Your Guide to Breastfeeding Aug2022](https://womenshealth.gov/sites/default/files/documents/2025/Your_Guide_to_Breastfeeding_Aug2022-compressed.pdf)

([https://womenshealth.gov/sites/default/files/documents/2025/Your Guide to Breastfeeding Aug2022-compressed.pdf](https://womenshealth.gov/sites/default/files/documents/2025/Your_Guide_to_Breastfeeding_Aug2022-compressed.pdf))

[Baby Cues \(https://www.readysbabyonline.com/the-first-hours/baby-cues/#content-container\)](https://www.readysbabyonline.com/the-first-hours/baby-cues/#content-container)

[The Scoop on Poop - Live Well WIC \(https://livewell.wicresources.org/blog/the-scoop-on-poop/\)](https://livewell.wicresources.org/blog/the-scoop-on-poop/)

[How Much Milk Your Baby Needs | WIC Breastfeeding Support \(https://wicbreastfeeding.fns.usda.gov/how-much-milk-your-baby-needs\)](https://wicbreastfeeding.fns.usda.gov/how-much-milk-your-baby-needs)

[Attaching Your Baby at the Breast - Breastfeeding Series \(https://youtu.be/wjt-Ashodw8\)](https://youtu.be/wjt-Ashodw8)

[All about breastfeeding positions and latch | baby gooroo \(https://babygooroo.com/articles/breastfeeding-positions-latch\)](https://babygooroo.com/articles/breastfeeding-positions-latch)

[How to Express Breastmilk - Video- Global Health Media \(https://globalhealthmedia.org/portfolio-items/how-to-express-breastmilk/?portfolioID=5623\)](https://globalhealthmedia.org/portfolio-items/how-to-express-breastmilk/?portfolioID=5623)

[Calming Baby on Vimeo \(https://vimeo.com/685923401/cbfb4c900b\)](https://vimeo.com/685923401/cbfb4c900b)

[Cluster Feeding and Growth Spurts | WIC Breastfeeding Support \(https://wicbreastfeeding.fns.usda.gov/cluster-feeding-and-growth-spurts\)](https://wicbreastfeeding.fns.usda.gov/cluster-feeding-and-growth-spurts)

[What to do when your baby won't stop crying | baby gooroo \(https://babygooroo.com/articles/what-to-do-when-your-baby-wont-stop-crying\)](https://babygooroo.com/articles/what-to-do-when-your-baby-wont-stop-crying)

[Breastfeeding "frequency days" and growth spurts | baby gooroo \(https://babygooroo.com/articles/breastfeeding-frequency-days-growth-spurts\)](https://babygooroo.com/articles/breastfeeding-frequency-days-growth-spurts)

[Getting to Know Your Baby - YouTube \(https://www.youtube.com/watch?v=eX2ijdLnIJU.T\)](https://www.youtube.com/watch?v=eX2ijdLnIJU.T)

[Back to Work | BreastmilkCounts.com \(https://www.breastmilkcounts.com/back-to-work/\)](https://www.breastmilkcounts.com/back-to-work/)

[Returning to Work on Vimeo \(https://vimeo.com/685935496/d641f2f1d6\)](https://vimeo.com/685935496/d641f2f1d6)

[Why Baby May Suddenly Refuse the Breast | WIC Breastfeeding Support \(https://wicbreastfeeding.fns.usda.gov/why-baby-may-suddenly-refuse-breast\)](https://wicbreastfeeding.fns.usda.gov/why-baby-may-suddenly-refuse-breast)

[4-Months-Old on Vimeo \(https://vimeo.com/685560919/ce143fa1be\)](https://vimeo.com/685560919/ce143fa1be)

[Six-Months-Old on Vimeo \(https://vimeo.com/685938102/51f9785566\)](https://vimeo.com/685938102/51f9785566)

[Ways to ease teething pain | baby gooroo \(https://babygooroo.com/articles/ways-to-ease-teething-pain\)](https://babygooroo.com/articles/ways-to-ease-teething-pain)

Minnesota Department of Health - WIC Program, 625 Robert St N, PO BOX 64975, ST PAUL MN 55164-0975; 1-800-657-3942, health.wic@state.mn.us, www.health.state.mn.us; to obtain this information in a different format, call: 1-800-657-3942.

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