



PEER COUNSELOR PROGRAM UPDATE

NUTRITION SERVICES BRANCH
BREASTFEEDING PROMOTION & EDUCATION SECTION



Vision

“Institutionalize peer counseling as a core service in WIC”



USDA



PC Program Objectives

- Increase exclusive breastfeeding initiation and durations rates
- Increase the number of WIC participants with access to peer counselors
- Increase support for peer counselors by increasing access to IBCLCs

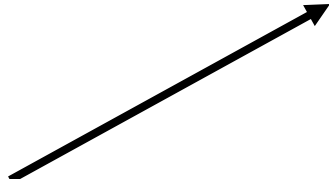


\$ Money, Money, Money \$

2004 - 2009



2.3 million



2010 - ????



12.49 million



2010 and Beyond



California WIC Breastfeeding Vision

California WIC Breastfeeding Vision

- ▣ *Breastfeeding is the norm for WIC mothers and their infants up to age one year and beyond.*
- ▣ *WIC is known, in the community, as a source for breastfeeding assistance and information.*



Slide 6

w1

wiclaptop, 11/18/2009

Letter of Intent

February 2010 PWPC

- Requested Information
 - ▣ Number of FTE's for:
 - Peer counselor
 - IBCLC
 - Supervisor
 - ▣ Number of sites
 - ▣ Funding amounts



Potential BFPC Programs for FFY 2010



- 33** - local agencies submitted Letters of Intent
- 15** - current local agency BFPC programs funded
- 8** - additional local agency PC workgroup members will be funded in May
- 56** - potential local agency BFPC Programs in 2010-2011

Breastfeeding Peer Counselor Workgroup



- First meeting December, 2009
- Meeting once per month until June, 2010
- Goals
 - ▣ Help plan for the future of PC program
 - ▣ Buy-in of process
 - ▣ Workgroup is providing input based on
 - their WIC agency needs
 - surrounding WIC agency needs
 - community needs

Top PC Workgroup Three Priorities

Three Sub-committees formed:

- ▣ Community Assessment
- ▣ PC Standards for Request For Funding
- ▣ Regional Breastfeeding Liaison



Community Assessment

UC Davis assisted in development of the document

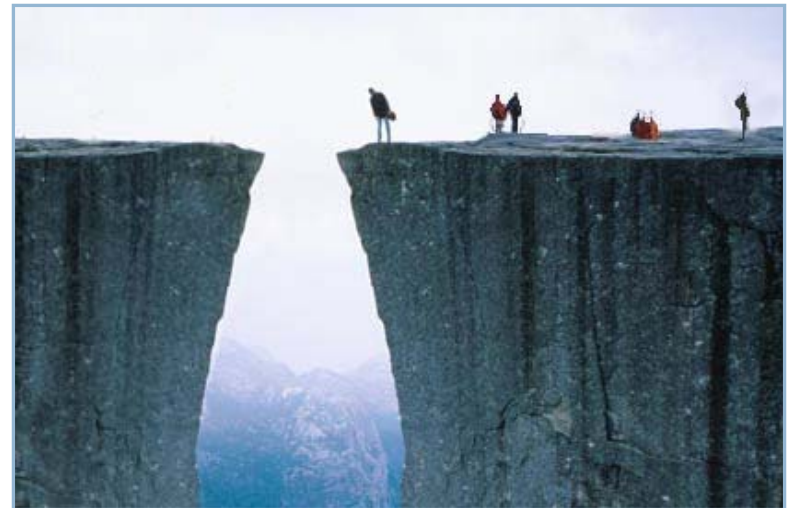
- ▣ Best practices for BF PC Programs
- ▣ Evidence-Based Indicators
- ▣ PC Workgroup provided input



Community Assessment

All local agencies were invited to conduct a Breastfeeding Community Assessment

- ▣ Identifies breastfeeding gaps in community
- ▣ Results will be used to plan PC program and write RFF
- ▣ Funding provided
- ▣ Successful process for current PC programs



Community Assessment

Internal Assessment

- ▣ Provides 22 standardized evidence-based indicators of a successful peer counselor program
- ▣ Agencies look inside their own program to identify any gaps
- ▣ 3 level classification system that supports stepwise progress toward best practices



Community Assessment

Internal Assessment

6 categories

- Prenatal Breastfeeding Support and Education
- Postpartum Breastfeeding Support and Education
- Staff Training
- Other Site Operational Policies and Procedures
- Administrative
- Fostering Positive Relationships among Staff Members



Community Assessment

External Assessment

- ▣ Identify any gaps
- ▣ Ensure programs and resources are targeted effectively
- ▣ Identify areas of focus to target future outreach efforts
- ▣ Select top five:
 - Hospitals or birthing centers
 - Health care providers



Peer Counseling Standards




Asked for input on:

- ❑ USDA PC requirements
- ❑ Specific criteria for the PC program
- ❑ Identify barriers
- ❑ Determine how to avoid these barriers

Request For Funding

- Workgroup assisted with developing the Peer Counselor Program best practices
- Gap(s) identified in the community assessment will be addressed in the Request For Funding (RFF)
- Asked to identify one gap from each internal and external assessment in RFF and how the agency plans to work on the gap



You've Got Funding!

Request For funding

Program Plan has four parts

1. Overview of your plan for using peer counseling services
2. Identify gaps in BF services uncovered in BF Community Assessment
3. Identify at least one gap from each internal and external assessment and explain how you plan to address
4. Describe barriers in implementing a peer counselor program



Regional Breastfeeding Liaison

- Position funded by state WIC
- Host Local Agency will hire and host RBL for region
- Agreement between PC programs and host agency
- RBL's will assist all PC programs in region
- Duties of RBL will vary per region based on identified gaps from community assessment
- One region could have more than one RBL



Regional Breastfeeding Liaison

- Workgroup has outline of Strategies and or Duties
- Pilot sites has been determined for one year
 - ▣ Alameda County
 - ▣ Shasta County
 - ▣ San Francisco/San Mateo/
Santa Clara Counties
 - ▣ San Diego County
 - ▣ Santa Cruz County
 - ▣ Riverside County



Regional Breastfeeding Liaison

- Pilot sites are volunteers from PC workgroup
 - ▣ Have five definite local agencies
 - ▣ Two agencies still deciding



Regional Breastfeeding Liaison

Host agency will identify

- ▣ Plan of Action
 - Pilot with region or on own
- ▣ How RBL will be utilized using community assessment
- ▣ Number of hours per week
- ▣ All costs related to hiring position
- ▣ Barriers to hiring



Regional Breastfeeding Liaison



- Future
 - ▣ Trainings for RBL
 - ▣ Meetings with Host agencies and RBL
- Still need to identify
 - ▣ Reporting requirements

Mentoring

- ❑ Identified 7 of existing PC Programs to act as mentors
- ❑ Beginning the process of the expectations of the mentor and mentee
- ❑ Input from workgroup
- ❑ Will be working with the 7 agencies to identify roles and expectations



Training

Revising

- ▣ PC train the trainer
- ▣ Administrative training
- ▣ PC training manual
- ▣ Draft WPM 630-10 Peer Counselor Program

Developed

- ▣ PC Administrative manual



Training

- 4-Day Training for new PC agencies
- Intended for Administrators, PC Supervisors, IBCLCs



We are Growing

- Expanded 13 of 15 existing PC Programs this year
- 8 additional PC agencies from PC workgroup
- New PC programs (remaining agencies not a part of the workgroup) funding October 2010



New PC Programs Timeline

April, 2010	PWPC Community Assessment
May, 2010	PWPC Request For Funding (RFF)
June, 2010	WebEx dates for Community Assessment and RFF
July 9, 2010	RFF due
August, 2010	Award PC Programs
September, 2010	Training for PC Programs in Sacramento
October, 2010	Fund statewide PC Programs

PC Subcommittees

- PC Workgroup subcommittees:
 - Regional Breastfeeding Liaisons
 - Mentoring Agencies
 - Breastfeeding Summit
 - Marketing Breastfeeding
 - PC Database

**Lipsmackinthirst
quenchinbabybond
inimmunityboostin
sweettastinmumch
illinfreeflowinalwa
ysreadybreastmilk**



BREASTFEEDING
It Rocks!