

New Hampshire WIC Policy & Procedure Manual

Chapter Number 2. Nutrition and Breastfeeding Services D. Breastfeeding Services

Breastfeeding Peer Counselor Program Cell Phone and Text Message

Purpose	To ensure access to breastfeeding support and timely follow up to breastfeeding questions/concerns during the work hours at remote clinics and after usual WIC clinic hours. Peer counselor shall use cell phone and texting to provide support, give basic breastfeeding information and seamless follow up care to WIC participants who are pregnant or breastfeeding.
Policy	Breastfeeding Peer Counselors (BFPC) who are providing WIC BF services/related duties via cell phone shall only use an agency issued cell phone. Peer counselor shall use text messages for simple, quick communication to check in with a participant, such as; initiating contacts, appointment reminders, group invitation, to find out the best time to speak, or receiving contacts from participants with questions. Peers shall not use text messaging to perform a breastfeeding assessment, explain breastfeeding concepts, or collect personal health information or to answer questions or concerns that are more complex.
Authority	CFR 246.11 (e) (1) (6), USDA Breastfeeding Training Curriculum – Peer Counselors
Procedure	<p>The following are the breastfeeding peer counselor and agencies responsibilities.</p> <p>Peer counselor shall:</p> <ul style="list-style-type: none">• Follow the WIC Breastfeeding Training Curriculum training for peer counselors guidelines for cell phone use and text messages.• Be issued a cell phone for all peer counselor related business such as at a remote clinic with no agency phone or when they are not in the WIC clinic for work related duties only.• Explain the added service of breastfeeding support communication by texting to the participant and explain the rules for use i.e. general questions, no photos, and the information shared will be private/confidential.• Obtain preferred method of communication from the participant upon enrollment; phone calls or texting and document in the participant's StarLINC record.• Document phone calls or texts made on the BFPC activity log and in StarLINC system.• Respond to phone calls or text messages from the participant the same day received or within 24 hours. All communication including mode of communication, including no response, shall be documented in StarLINC BFPC summary screen.

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- Inform the breastfeeding coordinator when they are unable to receive calls or text messages due to illness, etc.
- Not allow program cell phones to be viewed by others, used by family or friends, and shall keep the cell phone secured at all times with a secure password.
- Sign BFPC Cell Phone Agreement document (see attachment) upon receipt of an agency issued cell phone and annually thereafter.

Local agency shall:

- Delete text messages and phone numbers after documentation in StarLINC is complete, and the participant is no longer breastfeeding,
- Monitor BFPC for adherence to these requirements.

Exception

Email is permissible per LA policy and guidance.

Best Practice

Local agency shall have a coordinator view text messages.