

New Hampshire WIC Policy & Procedure Manual

Chapter 2. NUTRITION SERVICES

D. Breastfeeding Promotion

NH Breastfeeding Peer Counseling Program

Purpose	To ensure compliance with federal regulation and quality peer counseling services for WIC participants.
Policy	A local agency that receives USDA funds targeted for breastfeeding peer counseling shall incorporate and adhere to the following Federal and State requirements in their breastfeeding peer counseling program.
Authority	USDA/FNS, WIC Breastfeeding Model Components for Peer Counselors(see attachment)
Procedure	<p>A local agency that receives peer counseling funds shall incorporate and adhere to the following Federal and State requirements.</p> <p>Minimum Federal Requirements:</p> <ol style="list-style-type: none">1. Administer a program based on research-based components of a successful peer counseling program as identified by USDA/ FNS; <i>WIC Breastfeeding Training Curriculum</i>.2. Shall be consistent with program guidance set forth in the WIC Breastfeeding Training Curriculum training.3. Designated staff shall receive training consistent with the WIC Breastfeeding Training curricula and continuing education.4. Have a Breastfeeding Coordinator at the State Agency that meets defined job description.5. Adhere to the definition of Peer Counselor, which includes defined job parameters and job description.6. Implement funds to expand WIC breastfeeding services beyond current operations, through peer counseling, as a strategy to increase breastfeeding rates.7. Provide compensation and reimbursement to peer counselors.8. Peer counseling shall become a core and standard service in WIC, regardless of future special funding.9. Ensure breastfeeding activities are spent on activities that are research-based.10. Supervision and monitoring of peer counseling programs shall be provided by the State Agency.11. Establish community partnerships to enhance the effectiveness of a WIC peer counseling program.12. Adhere to State breastfeeding peer counseling program policies and procedures. <p>NH Breastfeeding Peer Counseling Program Requirements:</p> <ol style="list-style-type: none">1. Administer Breastfeeding Peer Counselor Program according to all state and federal requirements.2. Designate a Breastfeeding Coordinator at each local agency that

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- meets the Local Agency WIC Breastfeeding Coordinator job description.
3. Assign each peer counselor a caseload within their community or designated service area to provide on-going and routine follow-up with mothers.
 4. Ensure all new peer counselors are oriented to the NH Breastfeeding Peer Counselor Program policy, Breastfeeding Promotion Standards policy and Materials Distributed to Participants policy upon hire by the local agency Breastfeeding Coordinator within 30 days of hiring.
 5. Ensure peer counseling program participants are contacted at the following frequency intervals: Prenatal women (3 contacts) and Breastfeeding women (within 2 weeks after delivery, 1 month, 3 months, 6 months, and then as needed).
 6. Ensure new peer counselors attend WIC Breastfeeding Training Curriculum (Levels 1 and 2) within 6 months of hire.
 7. Ensure peer counselors and Breastfeeding Coordinator has access (via phone or in-person) to an IBCLC within a reasonable time frame.
 8. Ensure peer counselors receive on-going supervision, monitoring and mentoring by local agency Breastfeeding Coordinator, through periodic review of contact logs, quarterly reports, random shadowing/observations and peer counseling program meetings.
 9. All peer counselors shall receive training prior to issuing electric or manual breast pumps.
 10. Ensure peer counselors are women in the community with personal breastfeeding experience who model and provide breastfeeding information and support for other mothers.
 11. Ensure peer counselors are available to all WIC participants via in-person at WIC clinics or by telephone contact, including availability outside usual clinic hours and outside the WIC clinic environment. If a peer counselor is not available in a specific service area a referral shall be provided to those mothers for a non-WIC breastfeeding support program, such as Le Leche, a hospital support group, or a home visiting program.
 12. Peer counselors shall have access to StarLINC for entering counseling notes, and have the opportunity to participate in WIC staff meetings on a regular basis (as appropriate).
 13. Local Agency Breastfeeding Coordinator shall submit quarterly reports to the State Agency.

Exception

The local agency may request a waiver from the State Agency if any of the above NH requirements cannot be met.