Breastfeeding Peer Counselor Program Grant Application

Please find included in this packet information about the KS WIC Breastfeeding Peer Counselor (BFPC) Program:

- Map of all counties currently with a BFPC program in Kansas.
- Program application information that will answer most of your questions.
- Job descriptions for both the BFPC Supervisor and the BFPC.
- Links to reports submitted throughout the year by the BFPC supervisor (not to be completed at this time.)
- Information regarding training of the new BFPC.
- An application check list.

WIC Breastfeeding Peer Counselors
45 Counselors serving 50 counties

Pink Counties are served by a WIC BFPC
Arrows indicate lead counties and point toward counties served

Revised 7/22 (Includes vacant positions)

Breastfeeding Peer Counselor Program Grant Application Information

Please review applicable policies about the Breastfeeding Peer Counselor Program on the Kansas WIC website:

- POLICY: NED: 05.03.00 BFPC Program
- POLICY: ADM 01.04.00 BFPC Program Operation

Updated 8/1/22 from 6/24/22
Breastfeeding Peer Counselor Program

Breastfeeding Peer Counselor (BFPC) Program funding is applied for and received separately from Nutrition Services and Administration (WIC clinic operational funding.) Grants are renewed every Federal Fiscal Year. The program utilizes a BFPC Supervisor and Breastfeeding Peer Counselors (BFPC) who work part to full-time in and outside of the WIC clinic.

Definition of a Breastfeeding Peer Counselor

Breastfeeding Peer Counselors (BFPCs) are women in the community with personal breastfeeding experience who provide information and support to WIC clients within normal breastfeeding. BFPCs are available to WIC clients both inside and outside the usual clinic hours and the environment of the WIC clinic.

A Breastfeeding Peer Counselor will be hired by the local agencies, with the focus on hiring someone with at least 6 months personal experience breastfeeding, similarities to WIC participants including age, race, and ethnic background, current or previous WIC participation, as well as an enthusiasm for supporting and promoting breastfeeding.

Defined Job Parameters and Job Descriptions for Breastfeeding Peer Counselors

See policy: ADM 10.07.00 BFPC Job Responsibilities

A BFPC in Kansas may work from her home and/or the WIC clinic, to provide telephone contacts, make clinic visits and hospital visits. Contacts with client may be in person, over phone or video contacts, texting, or email. The BFPC should be available outside of normal WIC clinic hours within reasonable limits.

The frequency of contacts is expected to be once a month, during the early months of pregnancy, and then more frequent contacts as the due date approaches. After the baby is born, contacts are expected every 2-3 days in the early first few weeks (critical postpartum period for establishing breastfeeding) and weekly contacts throughout the rest of the first month. Later, when the new mother is preparing to return to work or school, more frequent visits, likely every one to two weeks, are advised. A monthly follow up contact is expected for the second through sixth month of the infant’s life, with contacts occurring through 12 months at less frequency or as desired by the mother. Contact frequency should always have client input and agreement.

Scope of practice is clearly defined for BFPC staff. Agencies with BFPC programs must designate a breastfeeding expert (DBE) to accept referrals of clients with situations beyond the scope of the BFPC. Appropriate referrals are addressed on the BFPC staff evaluation form, which is completed and reviewed with the BFPC staff person annually by their supervisor.

Defined Job Parameters and Job Descriptions for Breastfeeding Peer Counselors

See policy: ADM 10.03.01 BFPC Supervisor Job Responsibilities

A minimum of one person must be appointed at a local agency with a peer counselor to act as the BFPC supervisor. The BFPC supervisor is responsible for supervision and training of WIC peer

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counselors and overall program planning and management at the local level.

A BFPC supervisor must have a minimum of one year experience in breastfeeding counseling, or be a registered dietitian (RD) or registered nurse (RN), or have a lactation certification IBCLC, CLC, or equivalent. The BFPC supervisor more than likely will hold other roles in the WIC clinic such as the designated breastfeeding expert (DBE), competent professional authority (CPA), breastfeeding coordinator, and/or nutrition coordinator.

Responsibilities of the supervisor include hiring and training, overseeing daily operations, evaluating BFPC performance, budgeting and expenditure tracking of the BFPC Grant funds, and submitting 6 reports to the state agency BFPC Program Coordinator.

- 4 quarterly reports due Jan. 20th, April 20th, July 20th, and Oct. 20th (May be completed by BFPC or supervisor.)
- **BFPC Program Annual Evaluation** due with budget
- **BFPC Staff Evaluation** due with 2nd quarterly report April 20th (May be completed as self-evaluation with review with supervisor, or supervisor completes it.)

**Application Requirements**

The BFPC program clinics need to demonstrate the ability to:

- Refer WIC participants to either WIC clinic staff or other community agency staff that are trained in the management of breastfeeding problems outside the BFPC scope of practice.
- Document that the BFPC supervisor is readily available for questions and mentoring of the BFPC.
- Include BFPC in clinic staff meetings that discuss WIC issues and breastfeeding in-services.
- Allow BFPC to attend yearly breastfeeding conferences and/or designated breastfeeding peer counselor training(s).
- Provide the BFPC with adequate pay, equal or greater than that paid to a WIC clerk working in a WIC clinic, including payment for those hours worked outside of the normal clinic hours.
- Provide letters of support from key agencies outside the WIC clinic to verify the agency’s intent to support and strengthen the BFPC activities especially from those agencies or individuals that will accept referrals. Establishing active breastfeeding promotion and support partnerships within the community is important to the success of a BFPC program. Organizations that should be partnered with include the Maternal and Infant program, Cooperative Extension Services, La Leche League, Healthy Start Home Visitor Program, Parents As Teachers, Early Head Start, hospitals and/or physician offices, and breastfeeding coalitions.
- List members of the community breastfeeding coalition if one is available in your area.
- Complete reports (mentioned above in supervisor section.)
- Provide a budget. Allowable expenses include but are not limited to:

**Allowable Costs** – due to availability of NSA funds in Kansas, currently most peer counselor costs are included under NSA funds. Only BFPC salary (and optional BFPC supervisor salary) are included under BFPC funds. **Per Federal Regulation:** The peer counseling funds are to be used only to develop or expand activities necessary to sustain a successful peer counseling program based on the FNS WIC Breastfeeding Model for Peer Counseling. The use of BFPC funds for expenditures that are not supported by the WIC Breastfeeding Model for Peer Counseling are not authorized.

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• **Supervisor’s salary** – Supervisors can choose if they complete extensive time studies to track the number of hours they work as the BFPC supervisor. Some counties have decided on an average weekly or monthly amount of their total work hours that they assign to BFPC supervisors. This is not REQUIRED, you can choose to submit all your hours under NSA funds.

• **BFPC’s salary** (break down in hourly salary.)  A BFPC working approximately 10 hours per week can serve a caseload of up to 150 pregnant and breastfeeding clients.

• **Furniture and office equipment:** Furniture and equipment (including computers, tablets) used to provide peer counseling services and training.

• **Communication expenses:** Including phone lines, internet service, cell/smartphones, pager, and answering machines. Clinics with BFPC programs have found that issuing a BFPC a cell phone (a plan which includes texting) is helpful to keep in touch with clients.

• **Training event funding** – New clinics should budget for training time for the BFPC Supervisor and the new BFPC. A yearly training is required for BFPC and BFPC supervisors. (See training information below for more information.)

• **Breast pumps and breastfeeding aids for demonstration:** Used for demonstration purposes by peer counseling staff. Pumps and aids for use by mothers in outlined in more detail under Unallowable Costs.

**Unallowable Costs**

• **Scales:** Portable baby scales to weigh infants outside of WIC clinic or scales marketed for pre- and post-breastfeeding weight checks. NSA funds may be used to purchase standard scales for clinical assessment for use by staff other than peer counselors. Scales marketed for pre- and post-breastfeeding weight checks are an unallowable WIC cost for both BFPC and NSA funds.

• **Breastfeeding education materials:** Materials for mothers such as pamphlets or DVDs may be purchased with NSA funds.

• **Breast pumps and breastfeeding aids for mothers:** NSA funds can be used to purchase pumps and breastfeeding aids for mothers. Contact the State Breastfeeding Coordinator before making any breastfeeding equipment purchases. Refer to policy [NED: 05.04.00 Breastfeeding Equipment](#).

• **Incentive items to encourage breastfeeding:** NSA funds may be used to purchase participant incentive items (pumps, written materials, breastfeeding promotion items).

**State Agency Support**

• BFPC meetings are held every other month for peer counselors and supervisors.

• The SA will provide initial training for peer counselors and supervisors and recommend future opportunities for ongoing training. Resources for the BFPC and supervisor will be provided at the initial training.

• A Review Call by the State BFPC Program Coordinator is scheduled for BFPC clinics every other year, around the time of a clinic’s ME. Local agencies will receive a report with findings and any required technical assistance. See policy [ADM 05.01.00 BFPC Review](#).

• The state BFPC Program Coordinator is available for contact via phone and email at any time.

**Training**
- **New Employees**: To receive training information for newly hired BFPCs, email the Kansas WIC Staff email at [KDHE.WicStaffChange@ks.gov](mailto:KDHE.WicStaffChange@ks.gov) with employee’s name, email, and staff position. State employees will send the training information. Training includes BFPC modules on Kansas Train, modules for BFPC access on KWIC, and USDA WIC breastfeeding training. The state BFPC Program Coordinator will send an orientation email with a list of other resources the employee can watch or read in addition. (Refer to ADM 11.00.00 Local Agency Staff Training New Employees)

- **Hired Employees**: Annual continuing education is required for both BFPC supervisor and the BFPC. Both are encouraged to attend the annual KBC Conference, KS WIC Statewide Conference (held every 2-3 years), or NWA Nutrition and Breastfeeding Conference (held every 2 years). The budget guidance will contain information on which of these conferences are being held for the upcoming fiscal year. If unable to attend one of these three conferences, please send the SA BFPC Coordinator the agenda of another conference you would like to attend for pre-approval. Be sure to include approximate expenses in your budget. BFPC travel and conference registration costs come from regular NSA funds. (Refer to ADM 11.00.01 Local Agency Staff Training Ongoing Training)
Breastfeeding Peer Counselor NEW Program Application Checklist

☐ Summary (paragraph or bullet points) of need for BFPC program and how the program is expected to function in your clinic including anticipated duties of the peer counselor e.g. phone call contact of clients only, BFPC will have hours at the WIC clinic, BFPC will monitor breast pump program, BFPC will teach prenatal or breastfeeding classes, etc. Provide job description --should include all duties listed in ADM 10.07.00 BFPC Job Duties (specified for your clinic.)

☐ BFPC supervisor identified. Provide current job description--should include all duties listed ADM 10.03.01 BFPC Supervisor Job Responsibilities (with these specified to your clinic) including availability for mentoring of the BFPC and breastfeeding qualifications as required – credentials and breastfeeding trainings attended.

☐ Provision for referrals by the BFPC to breastfeeding experts. Please identify the experts who will be accepting referrals.

☐ Provision for attendance of the BFPC in pertinent clinic staff meetings, in-services and breastfeeding conferences.

☐ Budget – include in WIC Budget.

☐ Letters of support from key agencies.

Return application by email to:

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