

WIC Breastfeeding Peer Counseling Program Scope of Work

During the contract period of January 1, 2024 through December 31, 2024, the local WIC project receiving funding for the WIC Breastfeeding Peer Counseling (BFPC) program must agree to and implement the following program requirements:

1. The WIC project must implement the BFPC program in compliance with the evidence-based components of the [Food and Nutrition Services \(FNS\) WIC Breastfeeding Model Components for Peer Counseling](#) and [Wisconsin WIC Operations Manual Policy 3.42 Breastfeeding Peer Counseling](#).
2. The WIC project must have a written BFPC program procedure that is kept current on WICShare and is approved by the State WIC Breastfeeding Peer Counseling Coordinator.
3. The WIC breastfeeding peer counselor must meet the definition and qualifications as defined in the WIC Breastfeeding Model Components for Peer Counseling and as listed in Wisconsin WIC Operations Manual Policy 3.42:
 - Paraprofessional;
 - Recruited and hired from WIC's target population, and, to the extent possible, representing the same racial/ethnic background as the mothers they support;
 - Available to WIC participants outside of normal WIC clinic hours to provide breastfeeding support;
 - Previous experience with breastfeeding, having breastfed at least one baby for a minimum of six months within the last seven years of being hired as a peer counselor.
4. The WIC project must have a written job description for the peer counselor that includes requirements, duties, and parameters appropriate to the peer counselor scope of practice and support of normal breastfeeding.
5. The newly hired peer counselor must receive adequate training using the USDA FNS breastfeeding curriculum. Additionally, the WIC project must ensure that peer counselors complete 12 observation hours and receive initial and ongoing training on WIC orientation, confidentiality, ROSIE navigation and documentation, scope of practice, and referral procedures.
6. Peer counselors must obtain at least 25 hours of continuing education every five years per identified training needs. Peer counselors are expected to attend quarterly statewide BFPC calls and State sponsored peer counselor trainings and conferences.
7. The WIC project must have a designated Breastfeeding Coordinator who meets all required qualifications as outlined in Wisconsin WIC Operations Manual Policy 10.23. The Breastfeeding Coordinator also serves as the Breastfeeding Peer Counseling Coordinator, and in this capacity is

responsible for initial and ongoing training, supervision and monitoring of the activities of peer counselors, including:

- Regular review of ROSIE reports/queries to assess peer counselor contacts for appropriateness of contact frequency, referrals and documentation;
 - At least annually, observation of peer counselors using the Observation Checklist Tool;
 - At least annually, review of at least 6 files per peer counselor using the File Review Tool;
 - At least monthly, meeting with the peer counselor to discuss participant contacts, caseload, and assure that the peer counselor is operating within scope of practice.
8. The Breastfeeding Coordinator must complete adequate training using the USDA FNS breastfeeding curriculum.
 9. The WIC project must provide the peer counselor timely access to the Breastfeeding Coordinator or lactation expert for assistance outside of the peer counselor scope of practice, and opportunities for participation in clinic staff meetings as part of the WIC team.
 10. The WIC project must notify the State WIC Breastfeeding Peer Counseling Coordinator of any changes to the peer program, including staffing.
 11. The WIC project must establish community partnerships to enhance the effectiveness of the BFPC program.
 12. The WIC project must answer any questions regarding the BFPC program as requested by the State WIC Breastfeeding Peer Counseling Coordinator.
 13. The WIC project must only use BFPC program funding for developing and expanding activities necessary to sustain a successful peer counseling program based on the WIC Breastfeeding Model Components for Peer Counseling and Wisconsin WIC Operations Manual Policy 3.42. The primary purpose of the funds is to provide direct peer counseling support to WIC participants. WIC projects must adhere to the [Allowable Costs for Breastfeeding Peer Counseling Funds](#).
 - BFPC funding cannot be used for the WIC breastfeeding promotion and support that is required as part of the WIC program, and cannot be used to meet the WIC nutrition education requirement.
 - Items and materials for distribution to WIC participants are not allowable costs with this funding.
 - In addition to BFPC funds, WIC projects may use WIC funds for BFPC expenses.

The funds will be allocated through the Community Aids Reporting System (CARS). Expenses should be reported through the CARS expense reporting process at least monthly. Tribal health departments will report on CARS profile 65581.

