

CALIFORNIA WIC

Breastfeeding Peer Counseling Program **WEBEX**



Program Overview for WIC Directors

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Objectives of WEBEX

- Review important information for directors
- Introduce Administrative Manual as a resource



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Agenda

- I. Overview of BPC Program
- II. Administrative Manual
- III. Budget and Fiscal Management
- IV. Referrals and Collaboration with Community Partners

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Agenda

- V. Training
- VI. Program Evaluation and Technical Assistance
- VII. State WIC Support
- VIII. Questions and Answers

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Number of BPC programs

Agencies Continuing -	14
Agencies began May 2010-	7
Applications to start Oct., 2010-	21
Applications to start Spring, 2011-	8

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Overview

USDA's Purpose for the Peer Counselor Program:

- Responds to the need for a comprehensive peer counseling program
- Builds upon the *Loving Support Makes Breastfeeding Work* campaign
- Enhances WIC's current breastfeeding management and counseling efforts

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Why Peer Counseling Works

- PCs serve as role models
- Provide women confidence in their ability
- Shared backgrounds



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FNS “Loving Support” Model Requirements

- Adequate Program Support from State and Local Management
- Adequate Program Support of Peer Counselors

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Characteristics of Successful BPC Programs in CA

- Integrate PCs as part of WIC staff.
- Emphasize importance of BPC Program to all WIC staff.



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Why Peer Counseling Programs Fail

- Absence of defined program goals and objectives;
- Discrepancy between the program's goal and design;
- Lack of continuity among personnel and funding;
- Insufficient training and support for staff;
- Lack of set job responsibilities and expectations for staff; and
- Failure to establish external support.



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BPC Program Policies and Procedures

- Based on WPM 630-10
- LAs establish policies and procedures
 - Job descriptions, career paths, documentation, monitoring performance, referrals



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WPM 630-10

- Revisions in progress
- Use current draft



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Changes to Breastfeeding Peer Counseling Program Policy



(WIC 630-10)

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Overview

- Incorporated PC Workgroup comments
- Added subheadings
- Changed the order



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Added

- Community Assessment



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Allowable Expenses

- Policy 630-10
- Administrative Manual Appendix
“Allowable Costs for Peer Counseling Funds”



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Not Included

- PC should have breastfed a child, “preferably”
- Agencies wanted to be able purchase the following items:
 - Slings for fully BF mothers
 - Office supplies
 - BF Supplies such as nipple shields, breast shields
 - Gift bags after attending BF support group

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Administrative Manual

- Provides ideas for implementing a BPC program
- Job aide
- Incorporates suggestions from current BPC programs
- Follows policy requirements
- Includes Level 3 Best Practices

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Administrative Manual

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Administrative Manual

Appendix Contents

1. Mentoring
2. Breastfeeding Peer Counselor Budget Template
3. Time Estimates for PC Tasks
4. Allowable Costs for BPC Program Funds
5. BPC Program Quarterly Report 2008 – 2010
6. BPC Program 2008 – 2009 Final Report
7. Memorandum of Understanding
8. Scope of Practice for IBCLC
9. Peer Counselor Scope of Practice
10. Sample MOU with hospital

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Budget and Fiscal Management



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Consequences of Unspent Funds



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Funds disappear!

USDA subtracts funds not spent by Sept. 30th, 2011 from grant next year.

Keep track of how much you are spending for accurate projection on April 30th.



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Deadline to Spend Grant:

September 2011						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

September 30, 2011

Deadline to liquidate:

Dec. 15, 2011



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Fiscal Management

Reporting Requirements

- Quarterly Reports

Due: January, April, July, October

- Annual Report

Due: Dec. 15



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Fiscal Procedures

- Invoice in a timely manner with Fiscal Expenditure Report
- Year-end Time Study reporting (4101) separate from NSA Breastfeeding Time Study.
(See Contract Management Binder chapter 12)



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Referral and Collaboration with community Partners

Establish a formal referral system:

1. Internal referral system
 - Between PC and WIC staff
2. External referral system
 - Referrals to WIC
 - Referrals from WIC



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Training PCs: Continual



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Program Evaluation & Technical Assistance



- State agency program evaluation and TA visit every other year.
- Peer review on alternate years.

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Focus of Monitoring

- Evaluate required components from WPM 630-10
- Review and analyze challenges, barriers, successes



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Areas of Evaluation

- Fiscal
- Staffing
- Caseload
- Services
- Documentation of Services
- Policies



No Worries

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State WIC Support

- Mentoring
- Training



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Mentors



- Alameda County- Sandi Storch
- Community Bridges- Dana Wagner
- Monterey- Edie Wiltsee, Janet Vaughan
- Riverside- Kathleen Pickering
- San Mateo- Anne Garrett
- Santa Clara- Kathy Sweeney

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Required State Trainings



1. Overview of Peer Counselor Training- WEBEX

Date: Oct. 5, 2010

2. BPC Program Development and Implementation

Date: September and October, 2010

3. Database Training (PCDB)

Date: September and October, 2010

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What are your questions?

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