

Peer Counseling Programs Promotoras Model and WIC Employees as Peer Counselors

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Background

WIC: Peer Counseling &
ongoing BF Promotion

= Increased Breastfeeding
Initiation & Duration

Funding Began April 2004

- \$14.9 Million Nationally
- \$2.15 Million California
- \$1.7 Million Local Programs

What was Funded

- 9 Peer Counselor Programs
- 12 Planning grants

Criteria for RFA

- High African American population
- High Southeast Asian population
- Low Breastfeeding Rates

Criteria for Peer Counselors

- Current or previous WIC participant
- Breastfed 1 baby, preferably for 6 mos.
- Receive a minimum of 20 hours training in lactation management and counseling skills
- Available by phone to respond to calls outside of normal work hours

Peer Counseling Models In California

- Hospital Visits
- Home Visits
- Clinic Calling
- Father Support Program
- Mother to Mother Support Groups
- Using Employees as Peer Counselors
- Hiring Staff from Community Organizations

Promotora Model

Santa Clara County WIC

1. Services and Immigrants Rights Education Network (SIREN): 5 Spanish speaking peer counselors
2. Catholic Charities: 4 Vietnamese & 1 Filipino PC

Promotora Model

Local WIC Agency Responsibilities

- Contract responsibilities: progress and fiscal reporting
- Training of Peer Counselors
- Regular Meetings with Peer Counselors
- IBCLC services

Promotora Model Community Organization Responsibilities

- Supervise PC's
- Timesheets
- Personnel Issues

Promotora Model

Peer Counselor Responsibilities

- Call and introduce themselves
- Describe the program
- Meet at an existing WIC appt.
- Meet at WIC Breastfeeding Classes
- Provide ongoing phone follow-up

Promotora Model Results

- Families enjoy the personal support & information
- Observed increase in exclusive BF rates
- Present caseload (4 Vietnamese PC's):
57 Vietnamese & 5 Chinese mothers
- 2 Spanish PC's have moved away.

Promotora Model

Lessons Learned & Barriers

- BF materials are scarce in Vietnamese
- PC must be bilingual (speak English)
- Vietnamese MDs discourage breastfeeding
- Challenging to contract with 2 organizations

WIC Employees as Peer Counselors

Public Health Foundation, Inc.

Peer Counselor Criteria:

- Current paraprofessional staff
- Past/present WIC participant
- Breastfed at least one infant for 6 mos
- Bilingual (English/Spanish)

WIC Employees as Peer Counselors

Peer Counselors Provide:

- Prenatal Breastfeeding classes
- Individual breastfeeding counseling
- Weekly/monthly phone follow-up
- Home or hospital visits if needed
- Postpartum breastfeeding support groups

WIC Employees as Peer Counselors

Training Needs

- Orientation
- Use of the PC database
- Breastfeeding Topics
- Individual Counseling
- Breastfeeding Classes
- Phone usage
- Referrals to the Lactation Consultant

WIC Employees as Peer Counselors Program Results

- Peer Counselor Services: 827 women.
- Total Contacts: 6327 contacts.
- Average Contacts per woman: 7
- Peer Counselor caseload: 60-100 women

WIC Employees as Peer Counselors

Lessons Learned

- Peer Counselors need regular support
- Excellent counseling skills make a difference
- Bilingual IBCLC is a must
- PC data base tracking system made high caseload a manageable goal


Peer Counselor System
Peer Home
Home

Peer Counselor Home Page

<p>Functions</p> <p>Add Participant</p> <p>Search</p> <p>last name <input type="text"/> <input type="button" value="Search"/></p> <p>by WIC ID <input type="text"/> <input type="button" value="Search"/></p> <p>Browse Participants</p> <p>Carson <input type="button" value="list"/></p>		<p>Reminder/Task Lists</p> <p>SELECT PC <input type="button" value="list"/></p> <p>WIC Lactation Consultant List [0]</p> <p>Questionnaires Possible</p> <p>Other Reports</p> <p>No Contacts</p> <p>Export Summary</p> <p>Statistics</p> <p>Documentation</p>
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New Participant

Consent to use data?	Select One <input type="button" value="v"/>	
Clinic	SELECT ONE <input type="button" value="v"/>	
Assigned counselor	SELECT ONE <input type="button" value="v"/>	
Family WIC ID	<input type="text"/>	
First name	<input type="text"/>	
Last name	<input type="text"/>	
DOB	<input type="text"/>	
Street	<input type="text"/>	
City	<input type="text"/>	
State	CA	
ZIP	<input type="text"/>	
Home phone	<input type="text"/>	

California PC Training Manual

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