



Memorandum

#11-120

TO: WIC Regional Directors
WIC Local Agency Directors

FROM: Linda Brumble, Unit Manager
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: September 27, 2011

SUBJECT: Policy Memo – New/Revised Policy: *BF:03.0 Breastfeeding Peer Counselor* and *GA:14.0 Staffing Standards*

This memo announces the new subject policies as follows. The policies are effective October 1, 2011. At that time they will be posted and you may update your *Policy and Procedures Manual* by accessing the *WIC Website* at:

http://www.dshs.state.tx.us/wichd/policy/toc_bf.shtm

http://www.dshs.state.tx.us/wichd/policy/toc_ga.shtm

Summary of Revisions

Policy BF:03.0 Breastfeeding Peer Counselor is revised to require peer counselors to work outside the WIC environment as required by the Loving Support Model.

Policy GA:14.0 Staffing Standards is revised to require each Local Agency to hire a peer counselor or contract with one.

If you have questions regarding *BF:03.0 Breastfeeding Peer Counselor*, please contact Kristina Arrieta, Peer Counselor Coordinator, at kristina.arrieta@dshs.state.tx.us or (512) 341-4592. If you have questions regarding *GA:14.0 Staffing Standards*, please contact Lisa Rankine, Clinic Services Coordinator, at lisa.rankine@dshs.state.tx.us or (512) 341-4582.

Attachments

<p>Nutrition Services Department of State Health Services</p>

Effective October 1, 2011

Policy No. BF:03.0

Breastfeeding Peer Counselor

Purpose

To ensure that Breastfeeding (BF) Peer Counselors are qualified, trained, and perform appropriate duties.

Authority

State Policy

Policy

Local agencies (LAs) shall employ Breastfeeding Peer Counselors to increase breastfeeding rates by use of peer influence and to assist in breastfeeding counseling in normal breastfeeding situations.

Procedures

- I. Breastfeeding Peer Counselors shall be trained and work under the supervision of the LA Breastfeeding Coordinator. Breastfeeding Peer Counselors will be available to WIC clients outside usual clinic hours and outside the WIC environment.
- II. When recruiting Breastfeeding Peer Counselors LAs shall choose mothers who:
 - A. are receiving WIC or have received WIC;
 - B. have successfully breastfed or expressed breastmilk for at least one baby;
 - C. have the ability to work outside of regular clinic hours and outside of the WIC clinic
- III. BF Peer Counselors shall be trained in accordance with SA designated peer counselor training materials prior to working with participants.

<h2>Nutrition Services</h2> <h3>Department of State Health Services</h3>
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Effective October 1, 2011

Policy No. BF:03.0

- A. See Policy TR:03.0. Initial Peer Counselor Training with State Agency designated materials satisfies the requirements for Procedure IV.E. and F., and Guideline II.E. listed in policy TR03.0.
 - B. Peer counselors shall have monthly meetings and receive monthly in-services on breastfeeding topics. If it is difficult to bring your staff together, monthly in-services can be conducted by conference call.
 - C. Documentation of PC training shall be kept on file at the LA for review.
- IV. Breastfeeding Peer Counselors shall perform any or all of the following duties:
- A. Teach classes (or assist in teaching classes) on the advantages of breastfeeding and the management of normal breastfeeding experiences.
 - B. Distribute breastfeeding information and promote breastfeeding in the clinic waiting area.
 - C. Provide information and promote breastfeeding to WIC participants. Address specific concerns of expectant mothers. Correct misinformation which may prevent a pregnant woman from breastfeeding.
 - D. Share motivational materials with pregnant participants.
 - E. Counsel pregnant and breastfeeding mothers on a one-to-one basis to help new mothers avoid common breastfeeding problems.
 - F. Support women during a normal breastfeeding experience. Identify breastfeeding experiences that are not the norm and make an immediate, appropriate referral.
 - G. Counsel new mothers in the hospital.
 - H. Counsel over the telephone. Follow-up if necessary.
 - I. Document counseling encounters.
 - J. Provide support and information to breastfeeding mothers who may need help and/or advise them to continue breastfeeding while working or going to school.

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Effective October 1, 2011

Policy No. BF:03.0

- K. Prepare breastfeeding motivational or informational bulletin boards in the clinic.
 - L. Teach use, cleaning, and assembly of breast pumps and expression and storage of human milk.
- V. Breastfeeding Peer Counselors shall make immediate referrals according to the LA's established referral system when they encounter:
- A. Breastfeeding problems outside the normal breastfeeding experience;
 - B. Breastfeeding problems that are not resolved within 24 hours of the Peer Counselor's intervention; or
 - C. Problems in an area other than breastfeeding.

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Effective October 1, 2011

Policy No. GA: 14.0

Staffing Standards

Purpose

To ensure the delivery of quality services that meets the needs of WIC participants.

Authority

State Policy

Policy

Each local agency (LA) shall ensure that qualified staff are available to provide WIC services.

Procedures

- I. Each LA shall employ a registered dietitian (RD) or contract with a RD.
- II. Each LA shall employ a lactation consultant (LC) or contract with a LC.
- III. Each LA shall employ a peer counselor (PC) or contract with a PC. (refer to Policy BF:03.0 for the definition of a PC)
- III. Each LA shall employ a nutritionist (refer to Policy CS:15.0 for definition of nutritionist). LAs with multiple clinic sites shall have one nutritionist per full-time site equivalent (see Guidelines).
- IV. LAs with only one competent authority (CA) on staff shall have a written contingency plan for CA back-up coverage.
- V. LAs that are unable to meet the staffing standards (e.g., LAs which are spread geographically across large areas) may request a waiver. A justification must be submitted with the request.

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Effective October 1, 2011

Policy No. GA:14.0

- VI. LAs obtaining a waiver shall have a written plan for providing high-risk individual counseling.

Guidelines

A "full-time site equivalent" is equal to 172 hours of service per month. To determine a full-time site equivalent, add up the number of hours the full-time and part-time clinics are open for services each month, then divide by 172. This will indicate the number of nutritionists.

For example:

2 full-time sites both open 172 hours per month = 344 hours

5 part-time sites each open 85 hours per month = 425 hours

344 hours plus 425 hours = 769 total hours

769 total hours divided by 172 hours of service per month =
4.5 full-time site equivalents and 4.5 FTE nutritionists.