



Memorandum

#11-093

TO: WIC Regional Directors
WIC Local Agency Directors

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

DATE: July 5, 2011

SUBJECT: Peer Counselor Funding

Please fill out the attached *FY 2012 Peer Counselor Program Funding Request*. These requests are due Tuesday, July 5. *Loving Support* provides some direction on how to spend funding listed below.

The peer counseling funds are to be used only to develop or expand activities necessary to sustain a successful peer counseling program.

- Allowable costs include compensation for peer counselors, designated peer counselor managers/coordinators, and referral experts, e.g., IBCLCs.
- Related allowable costs include training and training materials; telephone expenses for participant contacts (including cell phones), laptops for peer counselors, travel for training and home and hospital visits; recruitment of peer counseling staff; advertising the peer counseling program, and the purchase of demonstration materials (e.g., fabric breasts and dolls for demonstration purposes, videos).
- Items and materials for distribution to WIC participants (e.g., breast pumps, breastfeeding aids, incentives) are **not** allowable costs under this funding, and should instead be purchased using regular NSA funds for breastfeeding promotion and support.
- This is not an exhaustive list of allowable costs; for additional information, refer to the updated Frequently Asked Questions at http://www.nal.usda.gov/wicworks/Learning_Center/support_faq.html.
- As in FY 2010, State Agencies may use the FY 2011 funds to supplant NSA funds currently being used to pay for peer counseling activities, as long as those activities are consistent with the *Loving Support* model.
- To receive Peer Counselor funding, your Peer Counselors must work outside of clinic hours as well as outside of the clinic (e.g., hospital, home visits, follow-up calls from home).

If you have questions or need any assistance, please contact Kristina Arrieta, MPH, IBCLC, Peer Counselor Coordinator, Nutrition Education/Clinic Services Unit, at (512) 341-4593 or Kristina.Arrieta@DSHS.state.tx.us.



FY 2012 Peer Counselor Program Funding Request

Local Agency Name		LA #
WIC Director:		
EMAIL:	Phone # ()	
Breastfeeding Coordinator:		
EMAIL:	Phone # ()	
Peer Counselor Coordinator:		
EMAIL:	Phone # ()	
Budget Request for FY2011 (October 1, 2011 through September 30, 2012)		
Number of peer counselors currently employed:		
Total number of hours worked per month by all current peer counselors combined		
Counselors' Salaries:		Costs
Number of Counselors ___ x ___ wks x ___ hrs/wk = ___ hrs @\$ ___ per hr =		\$
<i>(Submit additional sheet if necessary)</i>		
Counselors' salaries during peer counselor training (20 hrs):		
Number of Counselors ___ x 20 hrs = ___ hrs @ ___ per hr =		\$
		\$
Benefits (ex: social security, insurance, longevity pay, etc.) =		\$
<i>If you have a career ladder for peer counselors with varying salaries, hours, etc, attach a list showing the cost of each position. Include hourly rate, number of hours, and benefit costs, for each position. If adding new positions, indicate number of weeks during FY2012 each position will be staffed.</i>		
Subtotal - cost of salaries and benefits:		\$
Additional funding requested in the following categories:		
Cost of Hiring a Trainer: (If you hire someone to help with the training.) Trainer ___ hrs.(20 hrs. class, ___ hrs. preparation) @ ___ hr. =		\$
Continuing Education: (BF Training; NE/BF Conferences, etc.)		\$
Mileage: (To attend staff meetings or perform duties away from regular worksite)		\$
Training Materials: (books, notebooks, handouts, copies, name tags, etc.) =		
Telephone Type Equipment: (list briefly)		
Other: Furniture, supplies, computer, etc. (list)		\$
TOTAL FY2012 REQUEST: (Salaries, Trainer, Continuing Ed, Mileage, Materials, Equipment)		\$
How much of this request will be spent to maintain existing services?		\$
How much of this request will be spent to expand services?		\$

Return to Kristina Arrieta at Kristina.Arrieta@DSHS.state.tx.us
or FAX (512) 341-4473 by close of business Friday July 1, 2011.