

Breastfeeding Peer Counselor Contacts

BF-1290.01

Effective Date: October 1, 2016

No. of Pages: 3

Policy

Peer Counselors (PC) must maintain regular contact throughout the prenatal and postpartum period with women enrolled in the Loving Support Breastfeeding Peer Counseling Program.

Purpose

To prepare women to breastfeed successfully. To support women enrolled in the Loving Support Breastfeeding PC Program and help them to reach their breastfeeding goals.

Procedures

- I. Peer Counselors should use "[Talking Points](#)" as a guide for their conversations with WIC participants.
- II. Peer counselors must contact prenatal women on the following schedule:
 - A. Every six (6) to eight (8) weeks from enrollment in the PC Program to nineteen (19) weeks gestation
 - B. Monthly: 20 to 27 weeks gestation
 - C. Biweekly: 28 to 35 weeks gestation
 - D. Weekly: 36 weeks to Delivery
- III. Peer counselors must contact postpartum women on the following schedule:
 - A. Week One: Every 2 to 3 days
 - B. Weeks Two through Four: once weekly
 - C. At Six weeks Postpartum
 - D. At Two months Postpartum
 - E. Monthly thereafter
- IV. Peer counselors must contact their case-managed postpartum mothers reporting breastfeeding problems every 24 to 48 hours; until the reported problem is resolved.
- V. Peer counselors must contact their case-managed postpartum mothers returning to work/school:
 - A. A week before she is scheduled to return, if return date is known

Breastfeeding Peer Counselor Contacts**BF-1290.01**

Effective Date: October 1, 2016

No. of Pages: 3

- B. Twice the first week after she returns to work/school
 - C. Resume regular schedule of contacts, thereafter
- VI. Peer Counselors must document contacts in the Peer Counselor Database (PCDB) daily. Documentation must include the following:
- A. A reference to the participant's breastfeeding goal
 - B. Required Follow up
 - C. Participant's concerns and how the participant was educated
 - D. Referral to Skilled lactation/medical care (i.e. DBE, IBCLC, CLC, CLE, physician etc) if applicable
- VII. Utilize the below hard copies of the PCDB screens when internet access is not available. The collected data must be entered within the database within forty-eight (48) hours.
- A. [Peer Counselor Contact](#)
 - B. [New Participant Enrollment](#)
 - C. [Adding a Baby/New Baby](#)
- VIII. Document unsuccessful attempts to contact participants as "Comments."

Authority

Georgia WIC Program Policy

Definitions/Supporting Information

Peer Counselor (PC): A woman of the community with similar characteristics as the participants WIC serves; has successfully breastfed for six months; and current or past WIC participant. Peers are enthusiastic about breastfeeding. They offer para-professional level mother to mother support. Peers are encouraged to be available outside of normal clinic hours, and within various community settings.

Breastfeeding Peer Counselor Contacts

BF-1290.01

Effective Date: October 1, 2016

No. of Pages: 3

Contacts: Two way communication such as telephone, in person (home visit, hospital, clinic, lactation support center), or electronically.

WIC Designated Breastfeeding Expert (DBE): is an individual who is an expert with special experience or training in helping breastfeeding mothers and who provides breastfeeding expertise and care for more complex breastfeeding problems when WIC staff face situations outside of their scope of practice. (From Nutrition Services Standards, August 2013)

International Board Certified Lactation Consultant (IBCLC): an individual who specializes in the clinical management of breastfeeding. They are certified under the direction of the US National commission for Certifying Agencies. (Adopted from <http://www.ilca.org/main/why-ibclc/ibclc>)

Certified Lactation Counselor (CLC): is an individual that has demonstrated knowledge to construct and maintain conditions that predispose mothers and babies to an uncomplicated breastfeeding experience through counseling, education, and support. (Taken from Healthy Children's Project, Inc)

Certified Lactation Educator (CLE): is an individual that educates, counsels, and supports families and the community by providing evidence based information about lactation and breastfeeding. (Adopted from <http://www.cappa.net/lactation-educator>)