

**Appendix A-3**  
**Key Definitions for the WIC State Survey**

## Key Word Definitions for the WIC Breastfeeding Peer Counseling Study

### Federal Fiscal Year (FFY):

The fiscal year that covers the time period from October 1<sup>st</sup> to September 30<sup>th</sup>.

### FTEs (Full Time Equivalents):

FTE is a measure of staff work year effort. One FTE is equivalent to 2,080 hours of work, which could reflect, for example, one employee on a full time schedule of 40 hours per week each year, or two part time employees for 20 hours per week each year. An employee working 30 hours per week for a year is counted as .75 FTE. FTEs are not employee head counts.

### Nutrition Services and Administration (NSA) Funds:

NSA funds are the non-food component of the WIC funds provided by the U.S. Department of Agriculture's Food and Nutrition Service. NSA funds are used for a variety of activities including certifying women, infants and children for WIC benefits, providing nutrition education, and conducting breastfeeding promotion and support activities.

### Paraprofessional:

For the purposes of this study, a paraprofessional is someone without extended professional training who is selected from the group to be served and is trained and given ongoing supervision to provide a basic service or function.

### Ten components of Loving Support:

Required Components of a Peer Counseling Program	Recommendations from the Research
<p>I. Appropriate Definition of Peer Counselor.</p> <ul style="list-style-type: none"> <li>• Paraprofessional</li> <li>• Recruited and hired from target population</li> <li>• Available to WIC clients outside usual clinic hours and outside the WIC clinic environment.</li> </ul>	<p>Ideal Peer Counselor:</p> <ul style="list-style-type: none"> <li>• Enthusiasm for breastfeeding</li> <li>• Basic communication skills</li> <li>• Previous breastfeeding experience (6 months)</li> <li>• Similarities with WIC participants served</li> <li>• Current or previous WIC participant</li> <li>• Similar ethnic background</li> <li>• Similar age</li> <li>• Same language spoken.</li> </ul>
<p>II. Designated breastfeeding peer counseling program managers/coordinators at State and/or local level.</p>	<p>Use sample job description provided in the <i>Using Loving Support to Manage Peer Counseling Programs</i> Training Manual.</p>
<p>III. Defined job parameters and job descriptions for peer counselors.</p>	<p>Job parameters:</p> <ul style="list-style-type: none"> <li>• Settings for peer counselors should include telephone contacts from home; and clinic, home and hospital visits</li> <li>• Frequency of contacts with pregnant. and breastfeeding women is important. Refer to Section 6 (Scope of Practice for Peer Counselors) of "Using <i>Loving Support</i> to Manage Peer Counseling Programs" Training Manual for recommended contact frequency during the prenatal and postpartum period.</li> </ul> <p>Job descriptions: Use sample job descriptions provided in the <i>Using Loving Support to Manage Peer Counseling Programs</i> Training Manual.</p>

Required Components of a Peer Counseling Program	Recommendations from the Research
IV. Adequate compensation and reimbursement of peer counselors.	<p>Many current peer counseling programs report paying peer counselors the same general hourly part-time rate typical of other entry level positions such as WIC clerical position. This is often around \$5.50 to \$7 per hour. However, nearly all programs share the belief that peer counselors should be paid more.</p> <p>Other recommendations:</p> <ul style="list-style-type: none"> <li>• Provide travel allowance for home/hospital visits/meetings</li> <li>• Cover training expenses</li> <li>• Provide benefits if possible</li> <li>• Reimburse for telephone and other expenses.</li> </ul>
<p>V. Training of appropriate WIC State/local peer counseling management and clinic staff.</p> <ul style="list-style-type: none"> <li>• State and local program managers receive training in how to manage peer counseling programs through "Using <i>Loving Support</i> to Manage Peer Counseling Programs" training curriculum.</li> <li>• WIC clinic staff receive training about the role of the WIC peer counselor through "Peer Counseling: Making a Difference for WIC Families," a PowerPoint presentation included in the "Using <i>Loving Support</i> to Manage Peer Counseling Programs" training curriculum.</li> <li>• State and local staff involved in the training of peer counselors attend the 2005 Regional train the trainer session "<i>Loving Support</i> through Peer Counseling."</li> <li>• WIC clinic staff are trained in basic breastfeeding support and receive the training "<i>Loving Support</i> through Peer Counseling."</li> </ul>	<p>Cross-train so that peer counselors are familiar with WIC services and WIC staff are trained in breastfeeding support.</p>
VI. Establishment of standardized breastfeeding peer counseling program policies and procedures at the State and local level as part of Agency nutrition education plan.	<p>Involve both State and local stakeholders in developing policies and procedures for a peer counseling program.</p>
VII. Adequate supervision and monitoring of peer counselors	<p>The mentor/supervisor transition has been reported to be effective for many successful programs. Refer to Section 8 (Supervision and Monitoring) of "<i>Using Loving Support</i> to Manage Peer Counseling Programs" Training Manual.</p> <p>Conduct weekly phone contacts; regular review of contact logs; and spot checks.</p> <p>(Use sample Peer Counselor Contact Log and sample Weekly Activity Report Form provided in the "<i>Using Loving Support</i> to Manage Peer Counseling Programs" Training Manual).</p>
VIII. Establishment of community partnerships to enhance the effectiveness of a WIC peer counseling program.	<p>Potential partnerships to consider:</p> <p>Breastfeeding coalitions; businesses, community organizations; cooperative extension program; international board certified lactation consultants; La Leche League; home visiting programs; private clinics; hospitals</p>

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<p data-bbox="186 226 633 256">IX. Provision of the following to peer counselors:</p> <ul style="list-style-type: none"> <li data-bbox="186 285 706 365">• Timely access to breastfeeding coordinators and other lactation experts for assistance with problems outside of peer counselor scope of practice</li> <li data-bbox="186 369 597 399">• Regular, systematic contact with supervisor</li> <li data-bbox="186 403 714 453">• Participation in clinic staff meetings and breastfeeding in-services as part of the WIC team</li> <li data-bbox="186 457 727 483">• Opportunities to meet regularly with other peer counselors.</li> </ul>	
<p data-bbox="186 512 701 562">X. Provision of training and continuing education of peer counselors:</p> <ul style="list-style-type: none"> <li data-bbox="186 592 730 672">• Peer counselors receive standardized training using "<i>Loving Support</i> through Peer Counseling" training curriculum.</li> <li data-bbox="186 701 721 766">• Peer counselors receive ongoing training at regularly scheduled meetings.</li> </ul>	<p data-bbox="776 512 1227 541">Provide formal instruction in addition to home study.</p> <p data-bbox="776 571 1364 621">Provide opportunities to "shadow" or observe other peer counselors and lactation experts.</p> <p data-bbox="776 651 1338 701">Provide career path options (e.g., training/experience to become senior level peer counselors; training to become IBCLC).</p>