

Attachment K WIC Breastfeeding Award of Excellence the Premiere and Elite Award Application



# WIC Breastfeeding Award of Excellence Premiere and Elite Award Application

## Cover Sheet

Local Agency Name

Street Address

City, State, Zip Code

Email Address

Date

In accordance to Section 231 of the Healthy, Hunger-Free Kids Act of 2010 (HHFKA) (Public Law 111-296), this information is being collected to assist the Food and Nutrition Service in implementing a program to recognize exemplary breastfeeding support practices at WIC local agencies and clinics. This is a voluntary collection, but failure to provide the requested information in full will prevent applicants from being considered for recognition. FNS will use the information to improve the delivery and tailoring of WIC services and increase satisfaction of both staff and participants. This collection requests only minimal personally identifiable information (email address) which will not be used routinely to retrieve records under the Privacy Act of 1974. According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-0591. The time required to complete this information collection is estimated to average 2 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: U.S. Department of Agriculture, Food and Nutrition Service, Office of Policy Support, 1320 Braddock Place, 5th floor, Alexandria, VA 22314 ATTN: PRA (0584-0591). Do not return the completed form to this address.

## WIC Breastfeeding Award of Excellence Premiere and Elite Application

**DOWNLOAD AND SAVE INSTRUCTIONS FROM FNS PUBLIC WEBSITE BEFORE BEGINNING THE APPLICATION. In order to be eligible to apply for an award, your local agency must first be able to verify the following question:**

1. Have you completed the Gold Award application and documentation? Yes  No

### Application

<b>PEER COUNSELING</b>		
1. Do you have established guidelines for how many hours of observation/shadowing is required as part of peer counseling training/continuing education?	Yes	No
2. Do you have a WIC Designated Breastfeeding Expert or do you contract with an International Board of Lactation Consultant Examiners (IBCLC) to serve as a referral source for peer counselors?	Yes	No
3. Do you have a referral process in place between hospitals and the WIC Program to facilitate peer counselor follow-up care for newly-delivered WIC mothers after discharge?	Yes	No
4. Do you have a system that electronically documents and tracks peer counseling referrals and contacts?	Yes	No
5. Do you have policies and procedures for home visits as part of your peer counseling program?  Attach supportive documentation. Fill in the document title and indicate the page number(s) where the information that answers the question can be found.  <b>Document Title</b>  <b>Page Number(s)</b>	Yes	No
6. Do you have policies and procedures for hospital visits as part of your peer counseling program?  Attach supportive documentation. Fill in the document title and indicate the page number(s) where the information that answers this question can be found.  <b>Document Title</b>  <b>Page Number(s)</b>	Yes	No
7. Do you have a recognition program in place to acknowledge peer counselor accomplishments?	Yes	No

8. Do you include career path structures for upward mobility of peer counselors?	Yes	No
<p>9. Do you have policies and procedures for peer counselors to communicate via social media or innovative technologies, e.g., Facebook, text messaging, Twitter, Skype or PalTalk?</p> <p>Attach narrative <b>and</b> supportive documentation that indicate existing policies and procedures for peer counselors to communicate via social media technologies. Fill in both document titles and indicate the page number(s) that corresponds to each document.</p> <p><b>Narrative Title</b></p> <p><b>Document Title</b></p> <p><b>Page Number(s)</b></p>	Yes	No
<b>PARTNERSHIP</b>		
<p>A partnership is defined as a sustainable ongoing voluntary collaborative agreement between two or more parties based on mutually agreed objectives and a shared vision, generally within a formal structure. The partners agree to work together to achieve a common goal, undertake specific tasks, and share risks, responsibilities, resources, competencies and benefits in order to provide breastfeeding support throughout the continuum of care.</p>		
<p>10. Does the partnership have a written agreement or a Memorandum of Understanding?</p> <p>Attach supportive documentation. Fill in the document title and indicate the page number(s) where the information that answers this question can be found.</p> <p><b>Document Title</b></p> <p><b>Page Number(s)</b></p>	Yes	No
<p>11. Have new policies or procedures been developed because of the partnership?</p> <p>Attach a narrative or supportive documentation. Fill in the document title and indicate the page number(s) where the information that answers this question can be found.</p> <p><b>Document Title</b></p> <p><b>Page Number(s)</b></p>	Yes	No
12. Does the partnership have a plan for sustainability?	Yes	No

<p>13. Do you partner with stakeholders such as the American Hospital Association to support the Baby-Friendly Hospital Initiative in your community?</p>	<p>Yes</p>	<p>No</p>
<p><b>OTHER CRITERIA</b></p>		
<p>14. Do you have a supportive clinic environment that implements breastfeeding-friendly workplace polices for WIC staff?</p> <p>Attach supportive documentation. Fill in the document title and indicate the page number(s) where the information that answers this question can be found</p> <p><b>Document Title</b></p> <p><b>Page Number(s)</b></p>	<p>Yes</p>	<p>No</p> <p>If "No", enter "n/a"</p>
<p>15. Do you ensure that peer counselors are solely dedicated to peer counselor support for breastfeeding, or, if you allow peer counselors to work in dual-role positions, do you ensure that those positions do not compromise the intent and purpose of the Breastfeeding Peer Counselor (BFPC) program?</p>	<p>Yes</p>	<p>No</p>
<p>16. Do you provide around the clock assistance to assist mothers working through their breastfeeding problems?</p> <p>Attach narrative. Fill in narrative title and indicate the page number(s) where the information that answers this question can be found.</p> <p><b>Narrative Title</b></p>	<p>Yes</p>	<p>No</p> <p>If "No", enter "n/a"</p>

## WIC Breastfeeding Award of Excellence Application Checklist

Please review the checklist prior to submitting application and supportive documentation.

You must be eligible for the Gold Award (30 points) to apply for the Gold Premiere and Gold Elite Award.	Yes	No
Verify that you have met the performance data criteria.	Yes	No
Narratives and/or supportive documentation must be attached to the application to be eligible for an Award.	Yes	No
You have indicated the page number(s) where the narratives and/or supportive documentation can be found.	Yes	No
<b>Please enter the full name of your Local Agency without abbreviations or acronyms and complete the Application Verification Form on page 6 of the Application.</b>		

The State agency and FNS reserve the right to verify all information on the application and reject applications that are incomplete or otherwise fail to provide accurate information.

## WIC Breastfeeding Award of Excellence Applicant Verification Form

Please read the following statement and sign below if you agree:

I have reviewed this application, and I attest to the accuracy of the information provided. I agree to maintain the standards and procedures indicated in this application for the duration of our award period. Furthermore, I agree to cooperate with USDA, upon request, to publicize our efforts.

Local Agency Name

Date

Please upload your completed application and supporting documentation to  
<https://spaces.hightail.com/uplink/WWRS>

## Thank you for applying for the WIC Breastfeeding Award of Excellence

For more information, visit the FNS/WIC Website:  
<https://www.fns.usda.gov/wic/breastfeeding-priority-wic-program>