

## WIC Peer Counseling Program Structure Overview

Contact: [Daisy.Silverio@cdph.ca.gov](mailto:Daisy.Silverio@cdph.ca.gov)

	Alameda	Berkeley	Contra Costa	Community Bridges	Delta	Marin	Monterey	Orange Co.	PHFE	Riverside	San Bernardino	San Mateo	Santa Clara	Sonoma	Tuolumne	Watts
<b>Services Offered</b>																
WIC Office Visits	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Telephone Advice	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Home Visits		✓		✓					✓	✓	✓		✓	✓	✓	✓
Support Group	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓
School Teen Program																✓
Hospital Visits	✓	✓	✓			✓	✓		✓	✓	✓		✓			
Enroll Infant by Phone	✓	✓	✓						✓							✓
PCs Work from Home	✓	✓			✓	✓				✓		✓		✓	✓	
Warm-Line	✓	✓		✓		Not funded by PC Grant		✓	Not funded by PC Grant	✓		Not funded by PC Grant	Not funded by PC Grant			✓
<b>Staff</b>																
Peer Counselors (Avg. Number Hired / FTE)	5 PCs 1.6 FTE	4 PCs 1.6 FTE	2 PCs 1 FTE	4 PCs 1.25 FTE	4 PCs 3 FTE	5 PCs 1 FTE	5 PCs 1 FTE	4 PCs 1 FTE	7 PCs 4.2 FTE	5 PCs 2.5 FTE	5 PCs 2.0 FTE	3 PCs 1 FTE	8 PCs / 2 FTE (Contract w/Catholic Charities)	7 PCs 2.5 FTE	5 PCs 0.8 FTE	5 PCs 3.1 FTE
Lactation Consultants	0.5 FTE	0.9 FTE	0.5 FTE	0.5 FTE	0.5 FTE (Sup.)	0.5 FTE (IBCLC/ Sup)	0.5 FTE (IBCLC/ Sup)	0.5 FTE (IBCLC/ Sup)	0.75 FTE	0.5 FTE	0.5 FTE	0.25 FTE	.5 FTE (3 IBCLCs) - NPCF	1.3 FTE	0.325 (IBCLC/ Sup.)	0.5 FTE
PC Supervisor / Assistant	0.2 FTE (Sup.)	.75 FTE	.25 FTE	0.5 (Sup./Asst./IBCLC)	1 FTE (Asst.)				0.5 FTE	1 FTE (Sup. & Asst.)	0.5 FTE (Sup.)	0.25 FTE (Sup.)				
Number of Sites w/ PC's	2 of 4	2 sites	1 of 4	2 of 4	2 of 5 sites	1 of 18	5 of 5	4 of 17	7 of 62	6 of 26	5 of 20	3 of 7	5 of 6	1 of 6	1 of 4	4 of 5
<b>Caseload</b>																
As of January 2009	19,753	1,380	21,975	9,278	12,656	3,296	20,694	35,074	314,407	77,325	83,043	13,778	19,505	10,061	1,148	21,540
<b>Ethnicity Targeted</b>																
Asian	✓	✓	✓		✓		✓	✓					✓			✓
Black	✓	✓	✓	✓	✓	✓				✓	✓					✓
Hispanic		✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓
Native American		✓												✓	✓	
White		✓	✓	✓	✓	✓		✓						✓	✓	✓
Other			Preemies/SGA										English Speaking			

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<b>Exclusive Breastfeeding Rates (Based on Infant Feeding Choices for Certified Participants Issued FI)</b>																
<b>FFY 2005/2006</b>																
2 Month Infants	23.5%	54.8%	17.2%	24.8%	14.4%	40.0%	15.0%	7.6%	13.1%	17.8%	11.3%	17.9%	16.8%	32.9%	42.7%	7.3%
6 Month Infants	14.8%	36.4%	11.8%	17.9%	11.2%	26.9%	17.5%	7.0%	10.0%	11.3%	7.3%	12.6%	12.5%	20.0%	23.0%	5.4%
<b>FFY 2006/2007</b>																
2 Month Infants	26.3%	50.2%	15.7%	26.6%	12.9%	42.2%	17.7%	8.1%	13.3%	16.9%	11.3%	17.2%	18.6%	32.8%	41.1%	6.8%
6 Month Infants	16.6%	36.1%	11.4%	16.8%	9.3%	31.7%	12.1%	6.9%	9.0%	10.4%	7.3%	11.7%	12.2%	21.4%	20.4%	5.1%
<b>FFY 2007/2008</b>																
2 Month Infants	23.6%	50.8%	17.6%	28.3%	14.3%	47.9%	16.0%	8.4%	14.4%	20.1%	10.5%	19.7%	17.6%	32.7%	37.8%	5.7%
6 Month Infants	14.7%	35.5%	11.3%	19.0%	8.5%	30.7%	13.0%	7.0%	10.1%	11.5%	7.0%	12.9%	12.5%	24.6%	28.1%	4.7%