Loving Support© Model for a Successful PEER COUNSELING PROGRAM

Adequate Program Support from State and Local Management

- Appropriate Definition of a Peer Counselor
  - Paraprofessional*
  - Recruited and hired from target population
  - Available to WIC clients outside usual clinic hours and outside the WIC clinic environment
- Designated breastfeeding peer counseling program managers and/or coordinators at State and/or local level
- Defined job parameters and job descriptions for peer counselors
- Adequate compensation and reimbursement of peer counselors
- Training of appropriate WIC State/local peer counseling management and clinic staff (including use of "Loving Support© Through Peer Counseling: A Journey Together – For WIC Managers" and "Loving Support© Through Peer Counseling: A Journey Together – For Peer Counselors" training curricula and PowerPoint® presentations)
- Establishment of standardized breastfeeding peer counseling program policies and procedures at the State and local level as part of Agency nutrition education plan
- Adequate supervision and monitoring of peer counselors
- Establishment of community partnerships to enhance the effectiveness of a WIC peer counseling program

Adequate Program Support of Peer Counselors

- Adequate training and continuing education of peer counselors (including use of "Loving Support© through Peer Counseling: A Journey Together – For Peer Counselors" training curriculum)
- Timely access to breastfeeding coordinators and other lactation experts for assistance with problems outside of peer counselor scope of practice
- Regular, systematic contact with supervisor
- Participation in clinic staff meetings and breastfeeding inservices as part of the WIC team
- Opportunities to meet regularly with other peer counselors

**Those without extended professional training in health, nutrition, or the clinical management of breastfeeding who are selected from the group to be served and are trained and given ongoing supervision to provide a basic service or function. Paraprofessionals provide specific tasks within a defined scope of practice. They assist professionals, but are not licensed or credentialed as healthcare, nutrition, or lactation consultant professionals.*