
SECTION: Breastfeeding

SUBJECT: Breastfeeding Peer Counseling Program

ITEM: Continuous Quality Improvement (CQI)

Policy

All local agencies (LAs) with a Breastfeeding Peer Counseling (BPC) Program shall design a Continuous Quality Improvement (CQI) plan to ensure quality peer counseling services which result in increased initiation, exclusivity and duration of breastfeeding. The LA shall also include basic program requirements when conducting CQI and shall specify more frequent review for new staff and for staff who would benefit from more frequent follow-up.

I. Role of the PC Supervisor / International Board Certified Lactation Consultant (IBCLC)

- A. The PC Supervisor / IBCLC shall conduct CQI at least quarterly and more frequently as needed to ensure PCs:
 - 1. provide appropriate and timely counseling using the State Agency (SA) approved methods, as specified in the Women, Infants and Children (WIC) Program Manual (WPM) *190-00 (Staff Training)*, *630-13 (Contacts)*, and *630-14 (Training)*;
 - 2. document all USDA funded BPC Program contacts in the Peer Counseling Database (PCDB), as required by *WPM 630-13 (Contacts)*;
 - 3. make appropriate and timely referrals as required by *WPM 630-12 (Peer Counselor: Requirements and Responsibilities)*; and
 - 4. refer to the International Board Certified Lactation Consultant (IBCLC) when there are breastfeeding concerns beyond the PC's scope of practice.

II. Support

- A. The PC Supervisor / IBCLC shall support PCs by ensuring PCs:
 - 1. have the opportunity to see mothers face-to-face;

2. have timely access to an IBCLC for assistance with breastfeeding problems outside PC scope of practice;
3. serve BPC Program participants, while being paid with PC funds;
4. have regular contact with their PC Supervisor / IBCLC in person, by phone or electronically; and
5. have regular opportunities to meet with other Peer Counselors (PCs) and participate in WIC staff meetings, as part of the WIC team.

III. Evaluation of the BPC Program

- A. The PC Supervisor / IBCLC shall evaluate the BPC Program progress by:
 1. conducting an exit survey of 5 percent of BPC Program participants for satisfaction within two weeks after leaving the BPC Program;
 2. reviewing and evaluating data regarding breastfeeding initiation, exclusivity and duration monthly and re-evaluating BPC Program services based on findings; and
 3. documenting BPC Program time studies.

IV. Community Assessment

- A. The LA shall conduct an annual internal and external breastfeeding community assessment as specified by the SA and shall use the findings to determine their BPC Program and CQI goals.

Authority

All State Memorandum (ASM) 04-27 – Breastfeeding Peer Counseling Grants/Training, April 8, 2004

Loving Support© Through Peer Counseling: A Journey Together – for WIC Managers, USDA, November, 2011

Loving Support© Frequently Asked Questions 2011

Loving Support© Model for a Successful Peer Counseling Program