

BREASTFEEDING PROMOTION & SUPPORT WPPM #630-13

Subject: Breastfeeding Peer Counseling Program

Item: Contacts

PURPOSE:

To provide guidance on Breastfeeding Peer Counselor (BFPC) Program contacts.

POLICY:

- I. All local agencies (LA) with a BFPC Program must ensure that Peer Counselors (PCs) contact their assigned BFPC Program participants to promote and support breastfeeding.

PROCEDURES:

- I. Frequency of Contacts
 - A. The LA must meet the following minimum contact frequency intervals:
 1. Prenatal participants:
 - a. Every 4 weeks.
 - b. Every 1-2 weeks in the last month before the expected delivery date.
 2. Postpartum participants:
 - a. Within 24 hours, or as soon as possible, if the participant reports a problem with breastfeeding. Follow up consistently until the problem is resolved.
 - b. Every 2-3 days in the first week postpartum.
 - c. Weekly for the rest of the first 4 weeks postpartum.
 - d. Every 4 weeks for infants from 1 month to 6 months of age.
 - e. 1-2 weeks before returning to work or school and 2-3 business days after the participant returns to work or school.
 - f. If a participant is provided with a breast pump, ensure that timely follow-up is provided. Refer to WPPM 620-20.
 - B. Topics of discussion during each contact must be:
 1. Based on the participant's specific needs.
 2. Consistent with guidance provided in the USDA Breastfeeding Curriculum.
 3. Within the PC scope of practice. Refer to *When to Yield: Guidelines for Referring to an IBCLC/HCP/CPA*.
- II. Communication
 - A. LA staff must ensure that BFPC Program participant contacts are two-way interactions that facilitate open communication and engagement. Contacts

BREASTFEEDING PROMOTION & SUPPORT WPPM #630-13

Subject: Breastfeeding Peer Counseling Program

Item: Contacts

include interactions by telephone, in person, in a hospital, at home, or electronically (e.g., videoconference).

- B. When contacting participants electronically or via phone, staff must protect participants' privacy and confidentiality and use CDPH/WIC approved platforms. Refer to WPPM 220-20 and 220-30.
- C. When posting BFPC Program content on social media, staff must:
 - 1. Protect participants' confidentiality and ensure that personal information is not revealed.
 - 2. Have participants sign a photo release form if they are recognizable in the photo.
 - 3. Follow LA-developed guidelines on social media usage.

III. Documentation

- A. BFPC Program staff must document all contacts on a regular basis. Contacts must be documented in the CDPH/WIC approved management information system (MIS).
 - 1. Incomplete or attempted contacts that are not two-way interactions and do not meet contact frequency requirements must also be documented into the approved MIS.
- B. BFPC Program staff must use the CDPH/WIC downtime process, or an LA-developed alternate process, during a loss of network connectivity, a power outage, or an outage of the CDPH/WIC approved MIS. Staff must input the data into the CDPH/WIC approved MIS as soon as access is available or at least within 3 business days.

AUTHORITY:

USDA Breastfeeding Curriculum

[WIC Breastfeeding Model Components for Peer Counseling](#)

Allowable Costs for Breastfeeding Peer Counseling Funds, USDA

CROSS-REFERENCE:

WPPM 220-20 Virtual Breastfeeding Support and Telelactation

WPPM 220-30 Telehealth Privacy and Confidentiality

WPPM 620-20 Breast Pumps: Issuance, Documentation, and Follow-Up/Support

RESOURCE:

Breastfeeding Peer Counselor (BFPC) Program Guidance Manual

When to Yield: Guidelines for Referring to an IBCLC/HCP/CPA