
SECTION: BREASTFEEDING

SUBJECT: Breastfeeding Peer Counseling Program

ITEM: Contacts

Policy

All local agencies (LAs) with a Breastfeeding Peer Counseling (BPC) Program shall ensure Peer Counselor (PC) contact with the participants assigned to them, as stated in this policy.

I. Frequency of Contacts

- A. The LA shall meet the following minimum contact frequency intervals:
 - 1. Prenatal women:
 - a. monthly;
 - b. at a minimum by the third trimester; and
 - c. every 1-2 weeks in the last month before the expected delivery date.
 - 2. Postpartum women:
 - a. every 2-3 days in the first week postpartum;
 - b. within 24 hours if the mother reports a problem with breastfeeding and again until the problem is resolved;
 - c. weekly for the rest of the first month postpartum;
 - d. 1-2 weeks before returning to work or school and 2-3 days after she starts back to work or school; and
 - e. monthly for infants from 1 to 6 months of age.

II. Communication

- A. The LA shall ensure that BPC Program participant contacts are two-way interactions which can include by telephone, in person, in a hospital, at home, or electronically.
- B. The LA shall have a policy regarding confidentiality, safety and social etiquette for staff and participants if using electronic communication or social media associated with the BPC Program.

III. Documentation

- A. The BPC Program staff shall document all contacts in the Peer Counselor Database (PCDB) on a daily basis. If internet access is not available, the PCs shall use hardcopy screen prints of the PCDB and input data into the PCDB as soon as internet access is available or at least within 2 business days.
- B. The LA shall ensure that incomplete or attempted contacts that are not two-way and do not meet contact frequency requirements, are logged in the PCDB as a comment.

Definitions

Contact – a two-way interaction between a PC and a BPC Program participant verbally, face-to-face or electronically.

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, November, 2011

Loving Support© Frequently Asked Questions 2011

Loving Support© Model for a Successful Peer Counseling Program

Allowable Costs for Breastfeeding Peer Counseling Funds, USDA November 2011.

Loving Support© Through Peer Counseling, a Journey Together for Training WIC Peer Counselors, 2011, Handout 9.3