



WIC Breastfeeding Peer Counseling Line Item Budget Worksheet

State Agency Name	West Virginia WIC
Fiscal Year	FY 2022

Staff Salaries (State and Local)

Staff Salary, Fringe, and Indirect Costs		\$ 393,767.00
Peer Counselor Salary, Fringe, and Indirect Costs		
Other		
Total Salaries		\$ 393,767.00

Program Expenses

Travel		
Communications and Forms		
Office Supplies		
Equipment		
Advertising		
Rent and Utilities		
Other		
Total Program Expenses		\$ 0.00

Training Expenses

Training Materials		
Conferences and Workshops		
Other		
Total Training Expenses		\$ 0.00

Educational Materials

Total Educational Materials		
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Other Expenses

Indirect Costs		
Other		
Total Other Expenses		\$ 0.00

Fiscal Year Total BFPC Expenses and Budget	\$ 393,767.00
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Narrative

Please provide a written narrative describing how the available WIC breastfeeding peer counseling funds will be used for the activities described on the previous page. If necessary, additional documentation may be provided as a separate attachment.

The funds will be used for BFPC salaries to cover counseling in our 55 counties. In some counties we have still been unable to get back into hospitals but peer counselors have utilized phone, mail and email to contact participants to provide education and benefits.

Peer Counselors have continued to make Expected Date of Delivery (EDD) calls to all pregnant women on the weeks leading up to delivery to provide continued encouragement and answer any questions.

We are continuing use of Pacify as an extra layer of support for participants to offer 24/7 video/smartphone access to International Board Certified Lactation Consultants (IBCLC's) to discuss breastfeeding problems and issues. Weekly reports from Pacify loop back to the local clinics through the state agency Breastfeeding Coordinator to keep that consistent connection to our WIC breastfeeding staff.

Pacify also serves as a support for Peer Counselors and other WIC staff to use for help with questions outside their scope of practice.

We have added a Pacify and WV Staff page for resources and support for WV WIC staff. We have also added a Pacify link to our WV WIC homepage for participants to connect to Pacify to enroll.

We had Pacify training sessions in September 2021 to update both experienced and new staff with Pacify and the resources available.

Pacify has provided us with Annual reports for FY 2020 and FY 2021. In FY 2020 (October 1, 2019 - September 30, 2020) we had 550 Total enrollments and 314 calls through the Pacify App. There were 232 calls to Pacify IBCLCs and 82 calls to the local WIC clinic through the App.

In FY 2021 (October 1, 2020 - September 30, 2021) we had 895 total enrollments and 483 total calls through the App. Of those calls, 364 were to Pacify IBCLCs and 119 were to the local WIC clinic through the App.