

## Breastfeeding Peer Counseling Budget Narrative

FY 2022 Funds

October 1, 2021 – September 30, 2022

### 1. Please provide the following:

- a) Number of peer counselors in the state:   39
- b) Number of local agencies designated by the State agency to receive funds to operate peer counseling programs:   8

### 2. Please provide a narrative description of each line item in the Breastfeeding Peer Counseling Budget which describes how the funds will be utilized.

- a) Staff salaries: \$   393,767    
*(Example: Staff salaries and fringe for 10 Local Agency BFPC Coordinators totaling \$500,000; Staff salaries and fringe for 25 peer counselors totaling \$700,000)*
- b) Program Expenses: \$                     
*(Example: 10 cell phones for peer counselors to support after hours calls; office supplies)*
- c) Training Expenses: \$                     
*(Example: Travel to the State Office for training of peer counselors or BFPC Coordinators)*
- d) Educational Materials: \$                     
*(Example: 3,000 participant handouts explaining the BFPC program)*
- e) Other Expenses: \$                     
*(Example: Peer counseling warm line expenses for 4 counties)*

### 3. Please describe any goals for the breastfeeding peer counselor program for FY23.

(Ex: Our goal is to have peer counselors begin hospital visits in two counties.)

We will be reopening clinics beginning in August to see more participants in person when possible. We will be utilizing our telehealth policy 5.12 to be able to offer classes and more hybrid services to participants as we are able.

We are in the process of printing two new Bf materials to replace some of our older materials that have been discontinued. We have a Get the Facts Brochure that has the differences between Breastmilk and Formula and a Pocket Guide for BF that are both in the process of being printed and distributed.

We also are in the process of providing Level 1 BF training to the entire state, we started with the Bf Coordinators in July 2021, then the State Agency staff (completed in April 2022 because it got pushed back due to the formula recall), then Wheeling Ohio Staff (completed in June 2022). Jodi Giancola, the State BF Coordinator provided these trainings. Each Local

agency BF Coordinator is responsible for their own agency training, and all are scheduled to be completed before September 30, 2022.

We are still encouraging and supporting BFPCs and CPAs to gain additional training as CLC's.

We have also set a Local agency goal of two outreach activities in FY 2023 to be attended by BF Staff to network and meet with participants and community partners.

**4. Please share any breastfeeding peer counseling activities, best practices, accomplishments, or success stories for FY22.**

(Ex: We plan to host training on peer counselor scope of practice and correct procedures for yielding to the DBE.)

West Virginia has re-signed our contract with Pacify for another year to provide 24/7 video/smartphone access to International Board-Certified Lactation Consultants (IBCLC's) to discuss breastfeeding problems and issues. **Ongoing.**

Peer Counselors and WIC staff will promote the use of the Pacify app with WIC mothers. WIC staff and Peer Counselors will use the app to deal with questions outside the scope of practice. **We did re-training in September 2021 and have added a WIC staff page for staff to easily obtain resources. We are also on target to meet our goal of each local agency enrolling 20% of their pregnant participants in the App by the end of FY 2022. We are in the process of changing our push notifications to freshen up content for our participants. We have also set a follow up goal of 85% follow up with all Pacify lactation calls for each local agency for FY 2023.**

During FY 2022, Jodi Giancola, the State Agency BF Coordinator completed an online Outpatient Breastfeeding Champion Training through IABLE. Jodi will be beginning the process of working toward the IBCLC credential in the coming FY 2023.

Over the July 4<sup>th</sup>, 2022, weekend WIC State Agency staff, Local Agency Staff and Partners provided a booth at the Sternwheel Regatta in Charleston. Our booth had a private breastfeeding area with rocking chairs, water, and snacks for Bf families. We had a changing room for diaper changes and clothing changes, stocked with diapers and wipes for families. We offered fresh produce for families from a local farmers market, tomato seed planting for the children and an array of WIC outreach, Nutrition and BF educational materials. We were visited by over 600 people over the three-day event. It was a great opportunity to meet the community and remind everyone about WIC.