



Food and
Nutrition
Service

February 22, 2023

1320
Braddock
Place
Alexandria
VA 22314

SUBJECT: Fiscal Year (FY) 2023 – WIC Breastfeeding Peer Counseling (BFPC) Grants

TO: Regional Directors
Special Nutrition Programs
All Regions

WIC Directors
All State Agencies Receiving BFPC Grants

This memorandum provides information about the allocation of \$88 million in FY 2023 BFPC grants to WIC State agencies that requested funding. The FY 2023 WIC appropriation provides \$90 million for BFPC. Of the funds available for FY 2023, \$2 million has been set aside for Breastfeeding Performance Bonuses, which will be awarded to State agencies in August 2023 to recognize 15 State agencies with the highest rates of fully breastfed infants during FY 2022. Next year, \$2 million in Breastfeeding Bonuses will be awarded to 15 State agencies with the most improved rates of fully breastfed infants during FY 2023. We encourage all State agencies to expand peer counseling programs to increase their breastfeeding rates during FY 2023. Attachment 1 (FY 2023 – BFPC Grants) shows the calculation and amounts of State agencies' FY 2023 BFPC grants.

BFPC Program

FNS provides BFPC grant funds to State agencies offering peer counseling as a core program service and administering effective, research-based BFPC programs, as identified in the attached [WIC Breastfeeding Model for Peer Counseling](#). Peer counseling programs should be consistent with the FNS Breastfeeding Policy and Guidance and the State agency should ensure the appropriate State and local agency staff and peer counselors receive training consistent with the FNS breastfeeding curricula.

The BFPC grants are provided to the State agency to implement and expand the activities outlined in its approved BFPC implementation plan, an addendum to its annual State Plan that includes an updated line-item budget *with written narrative* describing how FY 2023 BFPC funds will be used for these activities. Attachment 2 (FY 2023 BFPC Line-Item Budget Worksheet) is a fillable worksheet that may be used by State agencies for this purpose. State agencies should periodically review and amend their BFPC implementation plans to refine their goals and objectives and formulate detailed plans, strategies, and actions to achieve them.

State Agency Funding Requests

Seventy-eight State agencies requested BFPC funds as part of their FY 2023 WIC State Plan submission. All State agencies who requested funding will receive FY 2023 BFPC funding.

BFPC Funding Formula

The first component of the BFPC funding formula provides each State agency with funds for salaries related to the management and oversight of the peer counseling activities. This component of the BFPC funding formula uses the same local government salary data that is used in the nutrition services and administration (NSA) section of the WIC funding formula. The second component of the BFPC funding formula provides funds for peer counselors and uses average monthly participation data for pregnant and breastfeeding women from May to July 2022, which is the same data used to calculate the FY 2023 Breastfeeding Promotion and Support Expenditure Targets. The BFPC funding formula provides each State agency with funds for peer counselors based on its share of the national average number of pregnant and breastfeeding women who could benefit from a peer counseling program and the average local government salary.

To ensure that the amount of funding a State agency receives for BFPC is not disproportionate to its total NSA grant, each State agency's share is capped at 26.65 percent of its FY 2023 NSA base grant. This percentage represents the amount of FY 2021 NSA funds State agencies spent on breastfeeding promotion and support as a percent of the total amount spent on nutrition education and breastfeeding promotion and support. Finally, the BFPC funding formula allocates funds that remain after providing State agencies with their capped amounts based on the pregnant and breastfeeding women participation data for State agencies that have not reached a capped amount.

Grant Period

The grant period for the FY 2023 BFPC grants is October 1, 2022 - September 30, 2025. The period of performance for these grants has been extended an additional year. State agencies must follow the general accounting principle of first-in-first-out (FIFO) and expend all available prior years' BFPC grant funds before spending FY 2023 BFPC grant funds.

Grant Expenditures

The BFPC grant funds may only be used for activities necessary to sustain a successful peer counseling program. The allowable cost requirements for BFPC grants are outlined in Attachment 3 (Allowable Costs for Breastfeeding Peer Counseling Chart). Items and materials for distribution to WIC participants (e.g., breast pumps, breastfeeding aids, breastfeeding promotion and support incentive items, written materials, etc.) are **not** allowable costs of BFPC grant funds. Lastly, in authorizing the BFPC funds, Congress directed that expenditures under this initiative would **not** be counted toward meeting the

one-sixth nutrition education and breastfeeding promotion and support expenditure target requirements.

Reporting Requirements

State agencies that receive FY 2023 BFPC grants are required to submit a Federal Financial Report (SF-425) in the Food Programs Reporting System (FPRS) no later than December 30, 2023. At the end of the grant period, State agencies must liquidate all obligations and submit a final (closeout) SF-425 report within 90 days. During the first quarter of each fiscal year, FNS issues guidance on the annual reporting requirements for both BFPC and Breastfeeding Performance Bonus grants that includes a list of State agency grants with annual and/or closeout reports due that year.

As part of the annual State Plan submission, State agencies that receive BFPC grants must submit an updated line-item budget with a written narrative describing how FY 2023 BFPC funds will be used. In addition, State agencies are required to submit annual progress reports on their peer counseling programs, which may be included with their State Plan submissions. As FNS would like to share information about peer counseling programs, please consider including success stories and information about local agency practices, activities, and accomplishments in the annual progress reports.

Please let us know if you have questions about this information.

MARY ROSE CONROY
Director
Funding and Technology Division
Supplemental Nutrition and Safety Programs

Attachment 1 – FY 2023 – BFPC Grants
Attachment 2 – WIC BFPC Line-Item Budget Worksheet
Attachment 3 – Allowable Costs for Breastfeeding Peer Counseling Chart
Attachment 4 – WIC Breastfeeding Model

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**Fiscal Year (FY) 2023
WIC Breastfeeding Peer Counseling (BFPC) Grants**

State Agency	FY 2023 BFPC Grants
NERO	
Connecticut	\$684,537
Maine	\$257,219
Massachusetts	\$1,561,692
New Hampshire	\$205,125
New York	\$5,747,075
Rhode Island	\$268,370
Vermont	\$197,484
Virgin Islands	\$0
Indian Township	\$0
Pleasant Point	\$0
Subtotal	\$8,921,502
MARO	
Delaware	\$279,889
District of Columbia	\$224,392
Maryland	\$1,878,670
New Jersey	\$2,151,970
Pennsylvania	\$1,788,428
Puerto Rico	\$500,000
Virginia	\$1,421,780
West Virginia	\$406,635
Subtotal	\$8,651,764
SERO	
Alabama	\$0
Florida	\$6,283,687
Georgia	\$2,381,736
Kentucky	\$1,283,630
Mississippi	\$711,463
North Carolina	\$3,657,121
South Carolina	\$1,087,529
Tennessee	\$1,701,258
Mississippi Choctaw	\$53,818
Eastern Cherokee	\$52,842
Subtotal	\$17,213,084
MWRO	
Illinois	\$2,239,993
Indiana	\$1,806,066
Iowa	\$758,926
Michigan	\$2,352,033
Minnesota	\$1,415,794
Ohio	\$2,071,990
Wisconsin	\$993,351
Subtotal	\$11,638,153

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**Fiscal Year (FY) 2023
WIC Breastfeeding Peer Counseling (BFPC) Grants**

State Agency	FY 2023 BFPC Grants
SWRO	
Arizona	\$1,639,763
Arkansas	\$811,539
Louisiana	\$1,196,534
New Mexico	\$556,925
Oklahoma	\$1,042,182
Texas	\$13,478,522
Utah	\$596,582
ACL, NM	\$50,236
8 Northern	\$38,883
Isleta	\$55,855
Santo Domingo	\$41,400
Five Sandoval Indian Pueblos	\$41,116
Pueblo of San Felipe	\$42,075
WCD	\$89,565
Choctaw Nation of OK	\$93,799
Cherokee	\$103,082
Chickasaw Nation	\$90,867
Otoe-Missouria	\$48,200
Citizen Potawatomi Nation	\$62,206
Pueblo of Zuni	\$52,434
Inter Tribal Council, OK	\$52,272
Muscogee Creek Nation	\$67,091
Osage Nation	\$85,575
Navajo Nation	\$103,245
Inter Tribal Council, AZ	\$0
Subtotal	\$20,439,948
MPRO	
Colorado	\$1,158,140
Kansas	\$200,000
Missouri	\$1,257,422
Montana	\$229,133
Nebraska	\$480,437
North Dakota	\$60,000
South Dakota	\$150,000
Wyoming	\$141,227
Eastern Shoshone	\$0
Ute Mountain	\$0
Winnnebago	\$0
Cheyenne River	\$50,154
Rosebud	\$55,610
Standing Rock	\$47,793
3 Affiliated Tribes	\$47,386
Omaha Nation	\$48,118
Northern Arapaho	\$48,363
Santee Sioux Tribe	\$0
Subtotal	\$3,973,783
WRO	
Alaska	\$264,929
California	\$12,475,147
Guam	\$0
Hawaii	\$470,656
Idaho	\$443,067
Nevada	\$696,940
Oregon	\$1,036,615
Washington	\$1,626,550
Inter Tribal Council, NV	\$53,086
American Samoa	\$94,776
Northern Mariana	\$0
Subtotal	\$17,161,766
National Total	\$88,000,000

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**Fiscal Year (FY) 2023 Grants
WIC Breastfeeding Peer Counseling (BFPC) Funding**

Funding Formula Assumptions:

FY 2023 Appropriation for Breastfeeding Peer Counselors	\$90,000,000
LESS Breastfeeding Performance Bonuses	(\$2,000,000)
	\$88,000,000
Total Available Funds	\$88,000,000
LESS Management & Coordination Salaries*	\$4,527,685
	\$83,472,315
FY 2021 Breastfeeding (BF) Expenditures***	\$183,934,429
÷ FY 2021 BF + Nutrition Education Expenditures***	\$690,197,357
	26.65%
Total Available Funds	\$88,000,000
LESS 1st Round Funds Received	\$84,800,783
	\$3,199,217
1st Round Funds Received	\$84,800,783
2nd Round Funds Received	\$3,199,217
	\$88,000,000
BFPC Grants	\$88,000,000

* Source: U.S. Department of Labor/Bureau of Labor Statistics: Local Government Average Annual Pay by State (all industries, Calendar Year 2021 Annual), except State Government Average Annual Pay used for DC and FY 2021 Federal Pay Schedule (GS-9, Step 1) used for ITOs, VI, Guam, CNMI, and American Samoa.

** Source: WIC - FY 2023 Breastfeeding Promotion and Support Expenditure Targets memo issued 10/26/2022

*** Source: FY 2021 Breastfeeding Promotion & Support and Nutrition Education Expenditures data from National Databank SNFA015 Report (2/13/23).

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**Fiscal Year (FY) 2023
WIC Breastfeeding Peer Counseling (BFPC) Funding Formula**

State Agency	Request for Funds	Funds for Management & Coordination (Calendar Year 2021 Average Local Government Salaries)*	Pregnant & Breastfeeding (BF) Women Average Monthly Participation (May-July 2022)**	Funds based on State Agency's Share of Total Pregnant & BF Women Monthly Participation	Preliminary Allocation of Total Funds (Management & Coordination Funds + Participation Funds)	FY 2023 NSA Base Grants	Not To Exceed Amount (26.65% of FY 2023 NSA Base Grants)	Preliminary Allocation of Funds or Not To Exceed Amount	Funds in Excess of State Agency's Request for Funds	1st Round Funds Received	Pregnant & BF Women Participation for 2nd Round Funds	2nd Round Funds Received	Total BFPC Funds Received
NERO													
Connecticut	Full Amount	\$67,404	7,579	\$593,415	\$660,819	\$15,274,405	\$4,070,559	\$660,819	\$0	\$660,819	7,579	\$23,718	\$684,537
Maine	Full Amount	\$46,324	2,590	\$202,790	\$249,114	\$6,648,603	\$1,771,822	\$249,114	\$0	\$249,114	2,590	\$8,105	\$257,219
Massachusetts	Full Amount	\$70,525	18,313	\$1,433,858	\$1,504,383	\$28,457,716	\$7,583,851	\$1,504,383	\$0	\$1,504,383	18,313	\$57,309	\$1,561,692
New Hampshire	Full Amount	\$53,020	1,868	\$146,259	\$199,279	\$4,565,098	\$1,216,578	\$199,279	\$0	\$199,279	1,868	\$5,846	\$205,125
New York	Full Amount	\$75,542	69,652	\$5,453,561	\$5,529,103	\$140,314,230	\$37,393,099	\$5,529,103	\$0	\$5,529,103	69,652	\$217,972	\$5,747,075
Rhode Island	Full Amount	\$65,537	2,491	\$195,038	\$260,575	\$6,335,226	\$1,688,309	\$260,575	\$0	\$260,575	2,491	\$7,795	\$268,370
Vermont	Full Amount	\$49,776	1,814	\$142,031	\$191,807	\$5,138,612	\$1,369,417	\$191,807	\$0	\$191,807	1,814	\$5,677	\$197,484
Virgin Islands	\$0	\$46,083	585	\$45,804	\$91,887	\$2,392,214	\$637,514	\$91,887	\$91,887	\$0	-	\$0	\$0
Indian Township	\$0	\$46,083	6	\$470	\$46,553	\$37,469	\$9,985	\$9,985	\$9,985	\$0	-	\$0	\$0
Pleasant Point	\$0	\$46,083	8	\$626	\$46,709	\$37,814	\$10,077	\$10,077	\$10,077	\$0	-	\$0	\$0
Subtotal		\$566,377	104,906	\$8,213,852	\$8,780,229	\$209,201,387	\$55,751,211	\$8,707,029	\$111,949	\$8,595,080	104,307	\$326,422	\$8,921,502
MARO													
Delaware	Full Amount	\$59,385	2,708	\$212,029	\$271,414	\$6,854,435	\$1,826,675	\$271,414	\$0	\$271,414	2,708	\$8,475	\$279,889
District of Columbia	Full Amount	\$90,445	1,645	\$128,799	\$219,244	\$5,362,122	\$1,428,981	\$219,244	\$0	\$219,244	1,645	\$5,148	\$224,392
Maryland	Full Amount	\$65,216	22,271	\$1,743,758	\$1,808,974	\$39,515,161	\$10,530,609	\$1,808,974	\$0	\$1,808,974	22,271	\$69,696	\$1,878,670
New Jersey	Full Amount	\$71,192	25,554	\$2,000,808	\$2,072,000	\$43,842,647	\$11,683,864	\$2,072,000	\$0	\$2,072,000	25,554	\$79,970	\$2,151,970
Pennsylvania	Full Amount	\$59,169	21,237	\$1,662,799	\$1,721,968	\$61,645,325	\$16,428,196	\$1,721,968	\$0	\$1,721,968	21,237	\$66,460	\$1,788,428
Puerto Rico	\$500,000	\$21,077	15,170	\$1,187,769	\$1,208,846	\$38,426,196	\$10,240,405	\$1,208,846	\$708,846	\$500,000	-	\$0	\$500,000
Virginia	Full Amount	\$52,916	16,811	\$1,316,255	\$1,369,171	\$38,188,010	\$10,176,929	\$1,369,171	\$0	\$1,369,171	16,811	\$52,609	\$1,421,780
West Virginia	Full Amount	\$44,368	4,449	\$348,344	\$392,712	\$13,469,668	\$3,589,605	\$392,712	\$0	\$392,712	4,449	\$13,923	\$406,635
Subtotal		\$463,768	109,845	\$8,600,561	\$9,064,329	\$247,303,564	\$65,905,264	\$9,064,329	\$708,846	\$8,355,483	94,675	\$296,281	\$8,651,764
SERO													
Alabama	\$0	\$47,964	15,243	\$1,193,485	\$1,241,449	\$28,037,950	\$7,471,985	\$1,241,449	\$1,241,449	\$0	-	\$0	\$0
Florida	Full Amount	\$58,860	76,447	\$5,985,590	\$6,044,450	\$115,017,752	\$30,651,703	\$6,044,450	\$0	\$6,044,450	76,447	\$239,237	\$6,283,687
Georgia	Full Amount	\$49,512	28,642	\$2,242,590	\$2,292,102	\$69,250,754	\$18,455,008	\$2,292,102	\$0	\$2,292,102	28,642	\$89,634	\$2,381,736
Kentucky	Full Amount	\$46,026	15,199	\$1,190,400	\$1,236,066	\$31,698,727	\$8,447,565	\$1,236,066	\$0	\$1,236,066	15,199	\$47,564	\$1,283,630
Mississippi	\$848,414	\$40,344	8,242	\$645,326	\$685,670	\$18,315,247	\$4,880,929	\$685,670	\$0	\$685,670	8,242	\$25,793	\$711,463
North Carolina	Full Amount	\$52,524	44,268	\$3,466,063	\$3,518,587	\$59,416,209	\$15,834,147	\$3,518,587	\$0	\$3,518,587	44,268	\$138,534	\$3,657,121
South Carolina	Full Amount	\$51,130	12,728	\$996,567	\$1,047,697	\$27,651,628	\$7,369,032	\$1,047,697	\$0	\$1,047,697	12,728	\$39,832	\$1,087,529
Tennessee	Full Amount	\$47,726	20,307	\$1,589,982	\$1,637,708	\$47,258,099	\$12,594,067	\$1,637,708	\$0	\$1,637,708	20,307	\$63,550	\$1,701,258
Mississippi Choctaw	Full Amount	\$46,083	95	\$7,438	\$53,521	\$289,250	\$77,084	\$53,521	\$0	\$53,521	95	\$297	\$53,818
Eastern Cherokee	Full Amount	\$46,083	83	\$6,499	\$52,582	\$312,220	\$83,205	\$52,582	\$0	\$52,582	83	\$260	\$52,842
Subtotal		\$486,252	221,254	\$17,323,580	\$17,809,832	\$397,247,836	\$105,864,725	\$17,809,832	\$1,241,449	\$16,568,383	206,011	\$644,701	\$17,213,084
MWRO													
Illinois	Full Amount	\$58,571	26,790	\$2,097,584	\$2,156,155	\$56,882,740	\$15,158,989	\$2,156,155	\$0	\$2,156,155	26,790	\$83,838	\$2,239,993
Indiana	Full Amount	\$46,109	21,614	\$1,692,317	\$1,738,426	\$48,194,866	\$12,843,711	\$1,738,426	\$0	\$1,738,426	21,614	\$67,640	\$1,806,066
Iowa	Full Amount	\$47,827	8,733	\$683,770	\$731,597	\$17,829,894	\$4,751,585	\$731,597	\$0	\$731,597	8,733	\$27,329	\$758,926
Michigan	Full Amount	\$53,439	28,229	\$2,210,253	\$2,263,692	\$72,999,785	\$19,454,108	\$2,263,692	\$0	\$2,263,692	28,229	\$88,341	\$2,352,033
Minnesota	Full Amount	\$57,189	16,685	\$1,306,390	\$1,363,579	\$33,317,121	\$8,878,860	\$1,363,579	\$0	\$1,363,579	16,685	\$52,215	\$1,415,794
Ohio	Full Amount	\$54,073	24,782	\$1,940,363	\$1,994,436	\$56,022,919	\$14,929,851	\$1,994,436	\$0	\$1,994,436	24,782	\$77,554	\$2,071,990
Wisconsin	Full Amount	\$48,394	11,605	\$908,640	\$957,034	\$32,062,075	\$8,544,396	\$957,034	\$0	\$957,034	11,605	\$36,317	\$993,351
Subtotal		\$365,602	138,438	\$10,839,317	\$11,204,919	\$317,309,400	\$84,561,500	\$11,204,919	\$0	\$11,204,919	138,438	\$433,234	\$11,638,153

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**Fiscal Year (FY) 2023
WIC Breastfeeding Peer Counseling (BFPC) Funding Formula**

State Agency	Request for Funds	Funds for Management & Coordination (Calendar Year 2021 Average Local Government Salaries)*	Pregnant & Breastfeeding (BF) Women Average Monthly Participation (May-July 2022)**	Funds based on State Agency's Share of Total Pregnant & BF Women Monthly Participation	Preliminary Allocation of Total Funds (Management & Coordination Funds + Participation Funds)	FY 2023 NSA Base Grants	Not To Exceed Amount (26.65% of FY 2023 NSA Base Grants)	Preliminary Allocation of Funds or Not To Exceed Amount	Funds in Excess of State Agency's Request for Funds	1st Round Funds Received	Pregnant & BF Women Participation for 2nd Round Funds	2nd Round Funds Received	Total BFPC Funds Received
SWRO													
Arizona	Full Amount	\$56,746	19,441	\$1,522,177	\$1,578,923	\$41,145,777	\$10,965,161	\$1,578,923	\$0	\$1,578,923	19,441	\$60,840	\$1,639,763
Arkansas	Full Amount	\$43,685	9,430	\$738,343	\$782,028	\$25,966,774	\$6,920,026	\$782,028	\$0	\$782,028	9,430	\$29,511	\$811,539
Louisiana	Full Amount	\$45,405	14,137	\$1,106,888	\$1,152,293	\$37,539,041	\$10,003,982	\$1,152,293	\$0	\$1,152,293	14,137	\$44,241	\$1,196,534
New Mexico	Full Amount	\$47,927	6,251	\$489,436	\$537,363	\$15,097,722	\$4,023,474	\$537,363	\$0	\$537,363	6,251	\$19,562	\$556,925
Oklahoma	Full Amount	\$46,659	12,226	\$957,262	\$1,003,921	\$23,769,757	\$6,334,531	\$1,003,921	\$0	\$1,003,921	12,226	\$38,261	\$1,042,182
Texas	Full Amount	\$53,457	164,873	\$12,909,104	\$12,962,561	\$229,151,032	\$61,067,699	\$12,962,561	\$0	\$12,962,561	164,873	\$515,961	\$13,478,522
Utah	Full Amount	\$45,079	6,773	\$530,307	\$575,386	\$16,401,698	\$4,370,977	\$575,386	\$0	\$575,386	6,773	\$21,196	\$596,582
ACL, NM	Full Amount	\$46,083	51	\$3,993	\$50,076	\$213,924	\$57,010	\$50,076	\$0	\$50,076	51	\$160	\$50,236
8 Northern	Full Amount	\$46,083	23	\$1,801	\$47,884	\$145,906	\$38,883	\$38,883	\$0	\$38,883	-	\$0	\$38,883
Isleta	Full Amount	\$46,083	120	\$9,396	\$55,479	\$375,053	\$99,590	\$55,479	\$0	\$55,479	120	\$376	\$55,855
Santo Domingo	Full Amount	\$46,083	15	\$1,174	\$47,257	\$155,348	\$41,400	\$41,400	\$0	\$41,400	-	\$0	\$41,400
Five Sandoval Indian Pueblos	Full Amount	\$46,083	16	\$1,253	\$47,336	\$154,283	\$41,116	\$41,116	\$0	\$41,116	-	\$0	\$41,116
Pueblo of San Felipe	Full Amount	\$46,083	31	\$2,427	\$48,510	\$157,884	\$42,075	\$42,075	\$0	\$42,075	-	\$0	\$42,075
WCD	Full Amount	\$46,083	534	\$41,811	\$87,894	\$2,092,149	\$557,548	\$87,894	\$0	\$87,894	534	\$1,671	\$89,565
Choctaw Nation of OK	Full Amount	\$46,083	586	\$45,882	\$91,965	\$1,509,151	\$402,182	\$91,965	\$0	\$91,965	586	\$1,834	\$93,799
Cherokee	Full Amount	\$46,083	700	\$54,808	\$100,891	\$2,658,564	\$708,495	\$100,891	\$0	\$100,891	700	\$2,191	\$103,082
Chickasaw Nation	Full Amount	\$46,083	550	\$43,063	\$89,146	\$2,099,769	\$559,579	\$89,146	\$0	\$89,146	550	\$1,721	\$90,867
Otoe-Missouria	Full Amount	\$46,083	26	\$2,036	\$48,119	\$324,207	\$86,400	\$48,119	\$0	\$48,119	26	\$81	\$48,200
Citizen Potawatomi Nation	Full Amount	\$46,083	198	\$15,503	\$61,586	\$644,569	\$171,775	\$61,586	\$0	\$61,586	198	\$620	\$62,206
Pueblo of Zuni	Full Amount	\$46,083	78	\$6,107	\$52,190	\$393,011	\$104,736	\$52,190	\$0	\$52,190	78	\$244	\$52,434
Inter Tribal Council, OK	Full Amount	\$46,083	76	\$5,951	\$52,034	\$389,049	\$103,680	\$52,034	\$0	\$52,034	76	\$238	\$52,272
Muscogee Creek Nation	Full Amount	\$46,083	258	\$20,201	\$66,284	\$861,638	\$229,623	\$66,284	\$0	\$66,284	258	\$807	\$67,091
Osage Nation	Full Amount	\$46,083	485	\$37,974	\$84,057	\$2,093,529	\$557,916	\$84,057	\$0	\$84,057	485	\$1,518	\$85,575
Navajo Nation	Full Amount	\$46,083	702	\$54,965	\$101,048	\$3,435,159	\$915,454	\$101,048	\$0	\$101,048	702	\$2,197	\$103,245
Inter Tribal Council, AZ	\$0	\$46,083	774	\$60,602	\$106,685	\$3,646,721	\$971,834	\$106,685	\$106,685	\$0	-	\$0	\$0
Subtotal		\$1,168,452	238,354	\$18,662,464	\$19,830,916	\$410,421,715	\$109,375,506	\$19,803,403	\$0	\$19,696,718	237,495	\$743,230	\$20,439,948
MPRO													
Colorado	Full Amount	\$56,356	13,531	\$1,059,440	\$1,115,796	\$27,202,803	\$7,249,422	\$1,115,796	\$0	\$1,115,796	13,531	\$42,344	\$1,158,140
Kansas	\$200,000	\$41,485	7,240	\$566,872	\$608,357	\$18,251,819	\$4,864,026	\$608,357	\$408,357	\$200,000	-	\$0	\$200,000
Missouri	Full Amount	\$46,769	14,868	\$1,164,124	\$1,210,893	\$32,618,968	\$8,692,805	\$1,210,893	\$0	\$1,210,893	14,868	\$46,529	\$1,257,422
Montana	Full Amount	\$46,981	2,237	\$175,151	\$222,132	\$6,804,528	\$1,813,375	\$222,132	\$0	\$222,132	2,237	\$7,001	\$229,133
Nebraska	Full Amount	\$48,468	5,305	\$415,367	\$463,835	\$11,882,466	\$3,166,623	\$463,835	\$0	\$463,835	5,305	\$16,602	\$480,437
North Dakota	\$60,000	\$46,469	1,383	\$108,285	\$154,754	\$4,838,290	\$1,289,382	\$154,754	\$94,754	\$60,000	-	\$0	\$60,000
South Dakota	\$150,000	\$41,194	2,056	\$160,979	\$202,173	\$7,422,774	\$1,978,135	\$202,173	\$52,173	\$150,000	-	\$0	\$150,000
Wyoming	Full Amount	\$50,273	1,117	\$87,458	\$137,731	\$3,953,712	\$1,053,646	\$137,731	\$0	\$137,731	1,117	\$3,496	\$141,227
Eastern Shoshone	\$0	\$46,083	13	\$1,018	\$47,101	\$202,293	\$53,910	\$47,101	\$47,101	\$0	-	\$0	\$0
Ute Mountain	\$0	\$46,083	22	\$1,723	\$47,806	\$191,974	\$51,160	\$47,806	\$47,806	\$0	-	\$0	\$0
Winnebago	\$0	\$46,083	11	\$861	\$46,944	\$231,267	\$61,632	\$46,944	\$46,944	\$0	-	\$0	\$0
Cheyenne River	Full Amount	\$46,083	50	\$3,915	\$49,998	\$450,192	\$119,974	\$49,998	\$0	\$49,998	50	\$156	\$50,154
Rosebud	Full Amount	\$46,083	117	\$9,161	\$55,244	\$848,812	\$226,205	\$55,244	\$0	\$55,244	117	\$366	\$55,610
Standing Rock	Full Amount	\$46,083	21	\$1,644	\$47,727	\$906,013	\$241,448	\$47,727	\$0	\$47,727	21	\$66	\$47,793
3 Affiliated Tribes	Full Amount	\$46,083	16	\$1,253	\$47,336	\$258,528	\$68,897	\$47,336	\$0	\$47,336	16	\$50	\$47,386
Omaha Nation	Full Amount	\$46,083	25	\$1,957	\$48,040	\$275,570	\$73,438	\$48,040	\$0	\$48,040	25	\$78	\$48,118
Northern Arapaho	Full Amount	\$46,083	28	\$2,192	\$48,275	\$415,357	\$110,691	\$48,275	\$0	\$48,275	28	\$88	\$48,363
Santee Sioux Tribe	\$0	\$46,083	4	\$313	\$46,396	\$129,787	\$34,588	\$34,588	\$34,588	\$0	-	\$0	\$0
Subtotal		\$838,825	48,044	\$3,761,713	\$4,600,538	\$116,885,153	\$31,149,357	\$4,588,730	\$731,723	\$3,857,007	37,315	\$116,776	\$3,973,783
WRO													
Alaska	Full Amount	\$56,965	2,554	\$199,971	\$256,936	\$7,200,617	\$1,918,931	\$256,936	\$0	\$256,936	2,554	\$7,993	\$264,929
California	Full Amount	\$76,633	152,266	\$11,922,012	\$11,998,645	\$338,456,631	\$90,197,137	\$11,998,645	\$0	\$11,998,645	152,266	\$476,502	\$12,475,147
Guam	\$0	\$46,083	797	\$62,403	\$108,486	\$2,965,644	\$790,331	\$108,486	\$108,486	\$0	-	\$0	\$0
Hawaii	Full Amount	\$76,306	4,843	\$379,194	\$455,500	\$9,183,908	\$2,447,469	\$455,500	\$0	\$455,500	4,843	\$15,156	\$470,656
Idaho	Full Amount	\$42,855	4,915	\$384,831	\$427,686	\$9,522,660	\$2,537,745	\$427,686	\$0	\$427,686	4,915	\$15,381	\$443,067
Nevada	Full Amount	\$63,684	7,777	\$608,918	\$672,602	\$17,073,656	\$4,550,051	\$672,602	\$0	\$672,602	7,777	\$24,338	\$696,940
Oregon	Full Amount	\$65,927	11,921	\$933,382	\$999,309	\$27,642,500	\$7,366,599	\$999,309	\$0	\$999,309	11,921	\$37,306	\$1,036,615
Washington	Full Amount	\$71,707	19,095	\$1,495,086	\$1,566,793	\$52,768,687	\$14,062,613	\$1,566,793	\$0	\$1,566,793	19,095	\$59,757	\$1,626,550
Inter Tribal Council, NV	Full Amount	\$46,083	86	\$6,734	\$52,817	\$662,738	\$176,617	\$52,817	\$0	\$52,817	86	\$269	\$53,086
American Samoa	Full Amount	\$46,083	598	\$46,822	\$92,905	\$1,716,111	\$457,336	\$92,905	\$0	\$92,905	598	\$1,871	\$94,776
Northern Mariana	\$0	\$46,083	402	\$31,475	\$77,558	\$1,476,339	\$393,438	\$77,558	\$77,558	\$0	-	\$0	\$0
Subtotal		\$638,409	205,254	\$16,070,828	\$16,709,237	\$468,669,491	\$124,898,267	\$16,709,237	\$186,044	\$16,523,193	204,055	\$638,573	\$17,161,766
National Total		\$4,527,685	1,066,095	\$83,472,315	\$88,000,000	\$2,167,038,546	\$577,505,830	\$87,887,479	\$2,980,011	\$84,800,783	1,022,296	\$3,199,217	\$88,000,000



WIC Breastfeeding Peer Counseling Line-Item Budget Worksheet

State Agency Name	
Fiscal Year	

Staff Salaries (State and Local)

Staff Salary, Fringe, and Indirect Costs		
Peer Counselor Salary, Fringe, and Indirect Costs		
Other		
Total Salaries		

Program Expenses

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

Training Expenses

Training Materials		
Conferences and Workshops		
Other		
Total Training Expenses		

Educational Materials

Total Educational Materials	
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Other Expenses

Indirect Costs		
Other		
Total Other Expenses		

Fiscal Year Total BFPC Expenses and Budget	
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WIC Breastfeeding Peer Counseling Line-Item Budget Worksheet

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.

Allowable Costs for Breastfeeding Peer Counseling Programs

Breastfeeding peer counseling (BFPC) funds that the Food and Nutrition Service (FNS) distributes to State agencies are to be used to develop or expand activities necessary to sustain a peer counseling program based on the FNS [WIC Breastfeeding Model for Peer Counseling](#). The primary purpose of BFPC funds is to provide direct peer counselor to WIC mother breastfeeding support services. A State agency's peer counseling implementation plan and annual line item budget addendum to its State Plan must demonstrate an appropriate balance between the costs of equipment, materials, and staff that manage or provide expertise to peer counselors and the costs of direct service delivery by peer counselors. The use of BFPC funds for expenditures that are not supported by the WIC Breastfeeding Model for Peer Counseling are not authorized.

The table below helps to identify allowable BFPC costs.*

Item or Service	Allowable Costs	Comments
Durable Goods and Space		
Furniture, desktop computers/laptops/tablets, and office equipment used to provide peer counseling services and training	Yes	
Phone lines, internet service, cell/smartphones, pagers and answering machines for contacts between peer counselors and mothers	Yes	
Portable baby scales to weigh infants outside of the WIC clinic or scales marketed for pre- and post-breastfeeding weight checks	No	Nutrition Services and Administration (NSA) funds may be used to purchase scales for clinical assessment for use by staff other than peer counselors.
Space and lease costs for peer counselors to provide services	Yes	
Incentives and Educational Materials to Promote Breastfeeding		
Breastfeeding educational materials for mothers	No	NSA funds may be used to purchase participant educational material.

Item or Service	Allowable Costs	Comments
Breast pumps and breastfeeding aids for mothers	No	Refer to Breastfeeding Policy and Guidance for more information on breast pumps and allowable breastfeeding aids.
Breast pumps and breastfeeding aids for <i>demonstration</i> purposes by peer counseling staff	Yes	
Incentive items distributed to WIC participants to encourage breastfeeding (e.g., breast pumps, breastfeeding aids, breastfeeding promotion and support incentive items, written materials, etc.)	No	NSA funds may be used to purchase participant incentive items.
Personnel and Compensation		
Salaries and compensation for peer counseling staff: peer counselors, designated peer counselor coordinators, and WIC Designated Breastfeeding Experts (DBE)	<p>Yes. BFPC funds may be used to fund staff to provide oversight/management of peer counseling programs and/or supervision, mentoring and referral expertise for peer counselors.</p> <p>BFPC funds may be used to pay for DBE time if a peer counselor refers a WIC mother to a DBE for problems that are outside of the peer counselor's scope of practice. The DBE may be compensated using BFPC funds if the mother continues to be supported by the peer counselor and remains part of the peer counselor's caseload.</p>	<p>BFPC funds cannot be used to disproportionately hire WIC DBEs versus peer counselors.</p> <p>NSA funds must be used for consultations for WIC mothers who are not referred by peer counselors and are not part of a peer counselor's caseload.</p> <p>Refer to the Nutrition Services Standards for DBE qualifications, roles and responsibilities.</p>

Item or Service	Allowable Costs	Comments
Salaries and compensation for dual-role staff (e.g., part-time WIC Nutrition Assistant and part-time peer counselor or part-time CPA and part-time DBE)	Yes, but costs must be allocated between the two positions held. BFPC funds may be used for the portion of time spent as peer counselor or the DBE. See FNS Breastfeeding Policy and Guidance document for additional information on dual-role staff. State agency policies must be approved by FNS Regional Offices.	
Males as breastfeeding peer counselors	No. The definition of peer counselor in the WIC Breastfeeding Model for Peer Counseling is based on research demonstrating the benefit of hiring peer counselors from WIC's target population of WIC-eligible women.	
Father-to-Father Breastfeeding Support Group	No	Fathers are valuable partners of breastfeeding promotion and support in WIC. However, father-led activities are outside of those defined by the WIC Breastfeeding Model for Peer Counseling . See FNS Peer Counseling Management Curriculum for additional information.
Virtual Breastfeeding Support Groups (i.e., Facebook, Zoom)	Yes, only for PC/DBE staff hours for monitoring and engaging with WIC participants in a Virtual Support Group that provides breastfeeding support services.	BFPC funds cannot be used for breastfeeding support to non-WIC participants.
Recruitment of peer counselors and related staff	Yes	

Item or Service	Allowable Costs	Comments
Staffing and expenses related to WIC Peer Counselor support to breastfeeding hotlines and call centers	Yes. BFPC funds may be used to fund peer counselors to answer calls to a WIC breastfeeding hotline if the peer counselor: 1) meets the definition of peer counselor; 2) receives the appropriate training and supervision as outlined in the WIC Breastfeeding Model for Peer Counseling ; and 3) does not provide services to non-WIC participants. Other expenses related to the hotline/call center (e.g., rent, phone lines, equipment, etc.) are allowable for any portion of those expenses that are for the purpose of a WIC peer counselor providing WIC participant contacts through the hotline/call center.	BFPC funds cannot be used for breastfeeding hotline support to non-WIC participants.
Milk Banks/Depots	No. BFPC funds cannot be used for services related to milk banks/depots.	
Drop-In Breastfeeding Groups	Yes. BFPC/DBE time may only be used for WIC participants.	BFPC/DBE time may not be counted toward nutrition education contacts.
Staffing and expenses related to WIC Peer Counselor support to the Buddy Program	Yes. Duties such as matching buddy pairs, responding to buddy requests/inquiries, following up on buddy interactions, prompting discussions with conversation starters, and other duties as assigned by peer counselor supervisor.	
Staff Training and Resources		
Travel for WIC State-required training of peer counselors/DBE and peer counseling staff/managers	Yes, only for the FNS Breastfeeding trainings or WIC State-developed approved comparable training.	NSA funds may be used for attendance at a state/national breastfeeding conference.

Item or Service	Allowable Costs	Comments
Travel for home and hospital visits by peer counseling staff	Yes, for visits to WIC participants; peer counselors may not provide services to non-WIC participants.	
Continuing education for DBEs	Yes, if it relates to servicing peer counseling programs (e.g., mentoring, serving as a referral, etc.)	
Breastfeeding resources for peer counseling staff Breastfeeding resources for WIC staff not related to peer counseling	Yes, if the resources are related to peer counseling (e.g., training materials for peer counselors). No	NSA funds may be used to purchase general breastfeeding resources for WIC staff.
Training and coursework for peer counselors to become International Board Certified Lactation Consultant (IBCLC) or Certified Lactation Counselor (CLC)	No. NSA funds may be used for CLC or IBCLC training and coursework.	The priority use of BFPC funds is to hire and train peer counselors to provide breastfeeding peer counseling services to WIC participants. Staff with IBCLC 's are not considered peer counselors. The research recommends that peer counselors be provided career path training options.

Item or Service	Allowable Costs	Comments
CLC or IBCLC exam, renewal, or membership fees	No	At the WIC State agency's discretion, NSA funds may be used for CLC or IBCLC training, exam fees, renewal and/or association membership fees. The State agency must determine if it is necessary and of benefit to the WIC Program for the person in a particular job position to have the certification. SAs must also determine whether the cost fits within its WIC NSA grant budget.
Peer Counseling Program Advertising and Promotion		
Pamphlets and similar materials to promote the peer counseling program	Yes	
Media outreach (e.g., bus placards, paid social media and digital ads to advertise BFPC programs)	Yes	<p>Media outreach using BFPC funds are allowed if directly recruiting peer counselors or informing WIC participants about the PC program, including the Buddy Program, as a WIC breastfeeding benefit.</p> <p>FNS would not expect to see a disproportionate amount of the BFPC funds spent on advertising the program at the expense of direct services to participants.</p> <p>BFPC funds may not be used for ads that promote breastfeeding in general, NSA funds may be used for this purpose.</p>

Item or Service	Allowable Costs	Comments
Name badges, buttons and similar low-cost items that identify peer counselor staff	Yes	
Miscellaneous		
Indirect costs (e.g., personnel, accounting, or information technology services, etc.)	Yes, but only those that are related to providing a WIC peer counseling program.	
Second nutrition education contacts	No. BFPC funds are for activities that are in addition to current required WIC activities.	NSA funds provide for at least two nutrition education contacts; therefore, BFPC funds may not be used for the “second” contact. In addition, the 1/6 th nutrition education requirement and breastfeeding target must be met with regular NSA funds.
Childcare	No	
Cribs or other materials and equipment for infants of peer counselors who bring their babies to work	No	
Monitoring and tracking of program effectiveness.	Yes. Funds may be used to monitor and track program components (e.g., contacts, referrals, training, etc.) to determine effectiveness and where improvements are needed.	Evaluation studies may not be paid for using BFPC funds.
Peer counseling services to non-WIC participants	No. Peer counselors should refer WIC-eligible women to WIC to apply for WIC benefits. Peer counselors should refer women who are not WIC-eligible to appropriate non-WIC resources.	.

Item or Service	Allowable Costs	Comments
Breastfeeding coalitions	No	BFPC funds can only be used for services and activities related directly to peer counseling.

* Updated January 2023. This is not an exhaustive list of allowable costs. Refer to the FNS Regional Office for questions about allowable cost and to the Breastfeeding Policy and Guidance.



WIC Breastfeeding Model Components for **PEER COUNSELING**

Support from State and Local Management Includes:

- Appropriate definition of a peer counselor
 - Paraprofessional*
 - Recruited and hired from WIC's target population, and, to the extent possible, representing the same racial/ethnic background as the mothers they support
 - Available to WIC clients outside usual clinic hours and outside the WIC clinic environment
 - Previous experience with breastfeeding, having breastfed at least one baby
- Designated breastfeeding peer counseling program managers and/or coordinators at State and/or local level
- Defined scope of practice for peer counselors limited to supporting normal breastfeeding
- Written job descriptions for peer counselors
- Compensation and reimbursement of peer counselors
- Training of WIC State/local peer counseling management, supervisory, and clinic staff using FNS-developed training curricula
- Establishment of standardized breastfeeding peer counseling program policies and procedures at the State and local level as part of agency nutrition education plan
- Adequate supervision and monitoring of peer counselors
- Establishment of community partnerships to enhance the effectiveness of a WIC peer counseling program

Support of Peer Counselors Includes:

- Training and continuing education of peer counselors using FNS -developed training curricula
- Timely access to a WIC Designated Breastfeeding Expert for assistance with problems outside of peer counselor scope of practice
- Regular, systematic contact with supervisor
- Participation in clinic staff meetings as part of the WIC team
- Opportunities for continuing education and to meet regularly with other peer counselors

**Those without extended professional training in health, nutrition, or the clinical management of breastfeeding who are selected from the group to be served and are trained and given ongoing supervision to provide a basic service or function. Paraprofessionals provide specific tasks within a defined scope of practice. They assist professionals, but are not licensed or credentialed as healthcare, nutrition, or lactation consultant professionals.*

