



April 1, 2024

SUBJECT: Fiscal Year (FY) 2024 – WIC Breastfeeding Peer Counseling (BFPC) Grants

TO: Regional Directors
Supplemental Nutrition Division
All Regions

WIC Directors
All State Agencies Receiving BFPC Grants

This memorandum provides information about the allocation of \$88 million in FY 2024 BFPC grants to WIC State agencies that requested funding. The FY 2024 WIC appropriation provides \$90 million for BFPC. Of the funds available for FY 2024, \$2 million has been set aside for WIC breastfeeding performance bonuses, which will be awarded to State agencies in August 2024 to recognize 15 State agencies with the most improved rates of fully breastfed infants during FY 2023. Next year, \$1 million in breastfeeding bonuses will be awarded to 15 State agencies with the most improved rates of fully breastfed infants during FY 2024. We encourage all State agencies to expand peer counseling programs to increase their breastfeeding rates during FY 2024. Attachment 1 (FY 2024 – BFPC Grants) shows the calculation and amounts of State agencies' FY 2024 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 2024 BFPC funds will be used for these activities. Attachment 2 (FY 2024 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

Eighty-one State agencies requested BFPC funds as part of their FY 2024 WIC State Plan submission. All State agencies that requested funding will receive FY 2024 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 2023, which is the same data used to calculate the FY 2024 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 27.90 percent of its FY 2024 NSA base grant. This percentage represents the amount of FY 2022 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 2024 BFPC grants is October 1, 2023 - September 30, 2026. 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 2024 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 2024 BFPC grants are required to submit a Federal Financial Report (SF-425) in the Food Programs Reporting System (FPRS) no later than December 30, 2024. 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 final (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 2024 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 the information in this memorandum.

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Kiley Larson, Acting Director
Funding and Technology Division
Supplemental Nutrition and Safety Programs

Attachments

March 27, 2024

**Fiscal Year (FY) 2024
WIC Breastfeeding Peer Counseling (BFPC) Grants**

State Agency	FY 2024 BFPC Grants
NERO	
Connecticut	\$651,852
Maine	\$264,395
Massachusetts	\$1,528,690
New Hampshire	\$197,349
New York	\$5,628,635
Rhode Island	\$275,787
Vermont	\$183,226
Virgin Islands	\$89,605
Indian Township	\$0
Pleasant Point	\$0
Subtotal	\$8,819,539
MARO	
Delaware	\$300,954
District of Columbia	\$264,382
Maryland	\$1,757,954
New Jersey	\$2,246,465
Pennsylvania	\$1,807,921
Puerto Rico	\$484,510
Virginia	\$1,400,435
West Virginia	\$411,494
Subtotal	\$8,674,115
SERO	
Alabama	\$600,000
Florida	\$5,933,858
Georgia	\$2,818,578
Kentucky	\$1,307,146
Mississippi	\$683,636
North Carolina	\$3,442,237
South Carolina	\$1,125,351
Tennessee	\$1,796,183
Mississippi Choctaw	\$54,939
Eastern Cherokee	\$53,913
Subtotal	\$17,815,841
MWRO	
Illinois	\$2,181,005
Indiana	\$1,793,539
Iowa	\$710,616
Michigan	\$2,214,736
Minnesota	\$1,407,752
Ohio	\$2,091,878
Wisconsin	\$1,027,259
Subtotal	\$11,426,785

March 27, 2024

**Fiscal Year (FY) 2024
WIC Breastfeeding Peer Counseling (BFPC) Grants**

State Agency	FY 2024 BFPC Grants
SWRO	
Arizona	\$1,593,787
Arkansas	\$790,040
Louisiana	\$1,216,638
New Mexico	\$568,604
Oklahoma	\$1,072,335
Texas	\$13,373,075
Utah	\$615,163
ACL, NM	\$50,908
8 Northern	\$43,828
Isleta	\$58,896
Santo Domingo	\$39,543
Five Sandoval Indian Pueblos	\$39,272
Pueblo of San Felipe	\$48,557
WCD	\$89,825
Choctaw Nation of OK	\$94,588
Cherokee	\$119,214
Chickasaw Nation	\$88,578
Otoe-Missouria	\$49,149
Citizen Potawatomi Nation	\$63,514
Pueblo of Zuni	\$53,693
Inter Tribal Council, OK	\$51,861
Muscogee Creek Nation	\$67,838
Osage Nation	\$83,302
Navajo Nation	\$104,776
Inter Tribal Council, AZ	\$107,781
Subtotal	\$20,484,765
MPRO	
Colorado	\$1,146,879
Kansas	\$614,332
Missouri	\$1,235,169
Montana	\$222,208
Nebraska	\$458,219
North Dakota	\$60,000
South Dakota	\$206,534
Wyoming	\$143,556
Eastern Shoshone	\$0
Ute Mountain	\$0
Winnebago	\$0
Cheyenne River	\$52,008
Rosebud	\$56,845
Standing Rock	\$49,222
3 Affiliated Tribes	\$47,463
Omaha Nation	\$49,003
Northern Arapaho	\$49,955
Santee Sioux Tribe	\$0
Subtotal	\$4,391,393
WRO	
Alaska	\$254,186
California	\$12,127,928
Guam	\$111,445
Hawaii	\$0
Idaho	\$440,797
Nevada	\$667,323
Oregon	\$1,040,019
Washington	\$1,603,299
Inter Tribal Council, NV	\$50,249
American Samoa	\$92,316
Northern Mariana	\$0
Subtotal	\$16,387,562
National Total	\$88,000,000

March 27, 2024

**Fiscal Year (FY) 2024 Grants
WIC Breastfeeding Peer Counseling (BFPC) Funding**

<u>Funding Formula Assumptions:</u>	
FY 2024 Appropriation for Breastfeeding Peer Counselors	\$90,000,000
<u>LESS Breastfeeding Performance Bonuses</u>	<u>(\$2,000,000)</u>
	\$88,000,000
Total Available Funds	\$88,000,000
<u>LESS Management & Coordination Salaries*</u>	<u>\$4,662,321</u>
Remaining Funds	\$83,337,679
FY 2022 Breastfeeding (BF) Expenditures***	\$194,406,549
<u>+ FY 2022 BF + Nutrition Education Expenditures***</u>	<u>\$696,879,296</u>
Not to Exceed Percentage	27.90%
Total Available Funds	\$88,000,000
<u>LESS 1st Round Funds Received</u>	<u>\$85,964,958</u>
Funds Available for 2nd Round	\$2,035,042
1st Round Funds Received	\$85,964,958
<u>2nd Round Funds Received</u>	<u>\$2,035,042</u>
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 2022 Annual), except State Government Average Annual Pay used for DC and FY 2022 Federal Pay Schedule (GS-9, Step 1) used for ITOs, VI, Guam, CNMI, and American Samoa.

** Source: WIC - FY 2024 Breastfeeding Promotion and Support Expenditure Targets memo issued 11/2/2023.

*** Source: FY 2022 Breastfeeding Promotion & Support and Nutrition Education Expenditures data from National Databank SNFA015 Report (2/26/24).

March 27, 2024

**Fiscal Year (FY) 2024
WIC Breastfeeding Peer Counseling (BFPC) Funding Formula**

State Agency	Request for Funds	Funds for Management & Coordination (Calendar Year 2022 Average Local Government Salaries)	Pregnant & Breastfeeding (BF) Women Average Monthly Participation (May-July 2023)**	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 2024 NSA Base Grants	Not To Exceed Amount (27.90% of FY 2024 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	\$68,322	7,962	\$569,177	\$637,499	\$16,274,405	\$4,261,050	\$637,499	\$0	\$637,499	7,962	\$14,353	\$651,852
Maine	Full Amount	\$47,972	2,963	\$211,100	\$259,072	\$7,169,165	\$1,969,983	\$259,072	\$0	\$259,072	2,963	\$5,323	\$264,395
Massachusetts	Full Amount	\$72,065	19,875	\$1,420,797	\$1,492,862	\$30,489,864	\$8,489,064	\$1,492,862	\$0	\$1,492,862	19,875	\$35,628	\$1,528,490
New Hampshire	Full Amount	\$54,069	1,955	\$139,756	\$193,825	\$5,165,411	\$1,440,981	\$193,825	\$0	\$193,825	1,955	\$3,524	\$197,349
New York	Full Amount	\$77,557	7,742	\$5,414,540	\$5,492,097	\$140,314,230	\$39,143,085	\$5,492,097	\$0	\$5,492,097	7,742	\$136,538	\$5,628,635
Rhode Island	Full Amount	\$68,326	2,856	\$204,309	\$270,635	\$6,980,659	\$1,947,348	\$270,635	\$0	\$270,635	2,856	\$5,152	\$275,787
Vermont	Full Amount	\$50,572	1,810	\$129,391	\$179,963	\$5,438,612	\$1,517,195	\$179,963	\$0	\$179,963	1,810	\$3,263	\$183,226
Virgin Islands	Full Amount	\$47,097	580	\$41,462	\$88,559	\$2,582,521	\$720,439	\$88,559	\$0	\$88,559	580	\$1,046	\$89,605
Indian Township	\$0	\$47,097	13	\$929	\$37,469	\$10,453	\$10,453	\$37,469	\$10,453	\$0	-	\$0	\$0
Pleasant Point	\$0	\$47,097	10	\$715	\$47,812	\$45,715	\$45,715	\$12,753	\$12,753	\$0	-	\$0	\$0
Subtotal		\$578,174	113,758	\$6,132,176	\$6,710,350	\$213,474,251	\$59,552,341	\$8,637,718	\$23,206	\$8,614,512	113,735	\$205,027	\$8,819,539
MARO													
Delaware	Full Amount	\$59,632	3,280	\$235,191	\$295,023	\$6,754,310	\$1,884,232	\$295,023	\$0	\$295,023	3,280	\$5,931	\$300,954
District of Columbia	Full Amount	\$94,278	2,321	\$165,920	\$260,198	\$5,657,572	\$1,634,071	\$260,198	\$0	\$260,198	2,321	\$4,184	\$264,382
Maryland	Full Amount	\$67,863	23,063	\$1,648,696	\$1,716,379	\$39,265,499	\$10,961,001	\$1,716,379	\$0	\$1,716,379	23,063	\$41,575	\$1,757,954
New Jersey	Full Amount	\$72,065	29,666	\$2,120,722	\$2,192,987	\$44,504,101	\$12,415,190	\$2,192,987	\$0	\$2,192,987	29,666	\$53,478	\$2,246,465
Pennsylvania	Full Amount	\$61,144	23,834	\$1,703,812	\$1,764,956	\$62,248,105	\$17,365,187	\$1,764,956	\$0	\$1,764,956	23,834	\$42,965	\$1,807,921
Puerto Rico	Full Amount	\$20,793	13,919	\$965,022	\$1,015,815	\$38,926,196	\$10,869,137	\$1,015,815	\$631,305	\$484,510	18,354	\$33,086	\$517,596
Virginia	Full Amount	\$55,283	18,354	\$1,312,066	\$1,367,349	\$38,188,010	\$10,683,207	\$1,367,349	\$0	\$1,367,349	18,354	\$30,019	\$1,407,368
West Virginia	Full Amount	\$44,827	5,003	\$357,648	\$402,475	\$15,353,985	\$4,283,250	\$402,475	\$0	\$402,475	5,003	\$9,019	\$411,494
Subtotal		\$476,105	119,650	\$6,539,077	\$6,915,182	\$251,087,778	\$70,945,285	\$9,015,182	\$631,305	\$8,483,877	105,531	\$190,238	\$8,674,115
SERO													
Alabama	Full Amount	\$50,339	16,087	\$1,150,720	\$1,201,059	\$50,583,150	\$8,531,699	\$1,201,059	\$601,059	\$600,000	80,112	\$144,416	\$600,000
Florida	Full Amount	\$62,508	80,112	\$5,726,037	\$5,788,443	\$25,555,826	\$7,050,443	\$5,788,443	\$0	\$5,788,443	37,745	\$80,942	\$5,869,385
Georgia	Full Amount	\$52,273	37,745	\$2,698,263	\$2,735,536	\$12,134,182	\$3,389,263	\$2,735,536	\$0	\$2,735,536	17,185	\$30,957	\$3,046,493
Kentucky	Full Amount	\$45,035	17,185	\$1,259,213	\$1,276,149	\$52,823,415	\$14,657,149	\$1,276,149	\$0	\$1,276,149	17,185	\$30,957	\$1,307,106
Mississippi	Full Amount	\$42,028	8,749	\$655,435	\$664,184	\$28,623,415	\$7,824,979	\$664,184	\$0	\$664,184	8,749	\$15,772	\$679,956
North Carolina	Full Amount	\$56,784	48,183	\$3,302,185	\$3,350,866	\$15,970,694	\$4,529,977	\$3,350,866	\$0	\$3,350,866	48,183	\$83,271	\$3,434,137
South Carolina	Full Amount	\$52,035	14,634	\$1,046,135	\$1,060,871	\$29,230,651	\$7,875,429	\$1,060,871	\$0	\$1,060,871	14,634	\$28,580	\$1,089,451
Tennessee	Full Amount	\$49,729	23,833	\$1,703,741	\$1,753,220	\$46,288,699	\$13,024,429	\$1,753,220	\$0	\$1,753,220	23,833	\$42,963	\$1,796,183
Mississippi Cherokee	Full Amount	\$47,097	107	\$56,648	\$103,745	\$3,688,025	\$73,626	\$103,745	\$0	\$56,648	107	\$183	\$56,831
Eastern Cherokee	Full Amount	\$47,097	93	\$6,648	\$53,745	\$288,684	\$60,569	\$53,745	\$0	\$53,745	93	\$166	\$53,913
Subtotal		\$507,775	244,756	\$17,496,924	\$18,004,699	\$392,815,062	\$108,562,012	\$18,004,699	\$601,059	\$17,403,640	226,661	\$412,201	\$17,815,841
MIWRO													
Illinois	Full Amount	\$50,819	28,929	\$2,068,037	\$2,128,856	\$53,902,498	\$15,037,035	\$2,128,856	\$0	\$2,128,856	28,929	\$52,149	\$2,181,005
Indiana	Full Amount	\$46,882	23,816	\$1,702,525	\$1,750,607	\$46,694,696	\$13,584,276	\$1,750,607	\$0	\$1,750,607	23,816	\$42,962	\$1,793,569
Iowa	Full Amount	\$49,620	9,019	\$644,738	\$694,356	\$25,004,625	\$6,894,356	\$694,356	\$0	\$694,356	9,019	\$16,259	\$710,615
Michigan	Full Amount	\$53,077	28,468	\$2,106,968	\$2,160,165	\$73,608,490	\$20,161,615	\$2,160,165	\$0	\$2,160,165	28,468	\$53,121	\$2,213,286
Minnesota	Full Amount	\$56,175	16,407	\$1,315,654	\$1,374,970	\$55,317,121	\$15,374,970	\$1,374,970	\$0	\$1,374,970	16,407	\$30,076	\$1,405,046
Ohio	Full Amount	\$53,325	27,779	\$1,865,827	\$1,914,602	\$75,617,896	\$20,941,602	\$1,914,602	\$0	\$1,914,602	27,779	\$50,076	\$2,064,678
Wisconsin	Full Amount	\$49,360	13,343	\$953,846	\$1,003,206	\$35,504,651	\$9,346,766	\$1,003,206	\$0	\$1,003,206	13,343	\$24,053	\$1,027,259
Subtotal		\$377,819	190,761	\$10,777,395	\$11,155,014	\$320,393,314	\$89,394,166	\$11,155,014	\$0	\$11,155,014	190,761	\$271,771	\$11,426,785

March 27, 2024

**Fiscal Year (FY) 2024
WIC Breastfeeding Peer Counseling (BFPC) Funding Formula**

State Agency	Request for Funds	Funds for Management & Coordination (Calendar Year 2022 Average Local Government Salaries)	Pregnant & Breastfeeding (BF) Women Average Monthly Participation (May-July 2023)**	Funds based on State Agency's Share of Total Pregnant & Breastfeeding Women Monthly Participation	Preliminary Allocation of Total Funds (Management & Coordination Funds + Participation Funds)	FY 2024 NSAs Base Grants	Not To Exceed Amount (27.90% of FY 2024 NSAs 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 & Breastfeeding Women Participation 2nd Round Funds	2nd Round Funds Received	Total BFPC Funds Received
SWRO													
Arizona	Full Amount	\$59,402	20,936	\$1,495,046	\$1,556,046	\$43,989,955	\$12,286,185	\$1,556,046	\$0	\$1,556,046	20,936	\$37,741	\$1,593,787
Arkansas	Full Amount	\$45,604	10,150	\$736,233	\$771,727	\$23,693,310	\$6,690,859	\$771,727	\$0	\$771,727	10,150	\$18,133	\$789,860
California	Full Amount	\$47,390	15,954	\$1,440,498	\$1,487,878	\$37,023,540	\$10,329,560	\$1,487,878	\$0	\$1,487,878	15,954	\$34,524	\$1,522,402
Louisiana	Full Amount	\$50,596	7,068	\$505,267	\$555,863	\$4,217,771	\$4,217,771	\$555,863	\$0	\$555,863	7,068	\$12,741	\$568,604
New Mexico	Full Amount	\$48,484	13,970	\$988,686	\$1,047,152	\$25,188,648	\$7,068,618	\$1,047,152	\$0	\$1,047,152	13,970	\$25,163	\$1,072,315
Oklahoma	Full Amount	\$56,384	18,174	\$12,690,121	\$13,045,505	\$257,935,859	\$71,045,505	\$13,045,505	\$0	\$13,045,505	18,174	\$327,870	\$13,373,375
Texas	Full Amount	\$47,244	7,749	\$601,304	\$651,548	\$16,465,684	\$4,165,386	\$651,548	\$0	\$651,548	7,749	\$13,869	\$665,417
Utah	Full Amount	\$47,097	52	\$3,717	\$3,717	\$289,185	\$38,358	\$3,717	\$0	\$3,717	52	\$94	\$39,000
ACL, NM	Full Amount	\$47,097	49	\$3,503	\$3,503	\$289,185	\$38,358	\$3,503	\$0	\$3,503	49	\$94	\$39,000
8 Northern	Full Amount	\$47,097	161	\$11,509	\$11,509	\$943,628	\$124,216	\$11,509	\$0	\$11,509	161	\$290	\$43,828
Santa Domingo	Full Amount	\$47,097	49	\$3,503	\$3,503	\$289,185	\$38,358	\$3,503	\$0	\$3,503	49	\$94	\$39,000
Five San Juan Indian Pueblos	Full Amount	\$47,097	161	\$11,509	\$11,509	\$943,628	\$124,216	\$11,509	\$0	\$11,509	161	\$290	\$43,828
Tribe of San Felipe	Full Amount	\$47,097	49	\$3,503	\$3,503	\$289,185	\$38,358	\$3,503	\$0	\$3,503	49	\$94	\$39,000
WCD	Full Amount	\$47,097	52	\$3,717	\$3,717	\$289,185	\$38,358	\$3,717	\$0	\$3,717	52	\$94	\$39,000
Cherokee Nation of OK	Full Amount	\$47,097	648	\$46,323	\$46,323	\$1,082,021	\$282,542	\$46,323	\$0	\$46,323	648	\$1,106	\$47,429
Chickasaw Nation	Full Amount	\$47,097	648	\$46,323	\$46,323	\$1,082,021	\$282,542	\$46,323	\$0	\$46,323	648	\$1,106	\$47,429
Cherokee Nation	Full Amount	\$47,097	648	\$46,323	\$46,323	\$1,082,021	\$282,542	\$46,323	\$0	\$46,323	648	\$1,106	\$47,429
Chickasaw Nation	Full Amount	\$47,097	648	\$46,323	\$46,323	\$1,082,021	\$282,542	\$46,323	\$0	\$46,323	648	\$1,106	\$47,429
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WIC Breastfeeding Peer Counseling Line Item Budget Worksheet

State Agency Name	West Virginia
Fiscal Year	25

Staff Salaries (State and Local)

Staff Salary and Fringe		\$ 411,494.00
Peer Counselor Salary Costs and Fringe		
Other		
Total Salaries		\$ 411,494.00

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

Breastfeeding Demonstration Materials

Total Breastfeeding Demonstration Materials	
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Other Expenses

Indirect Costs		
Other		
Total Other Expenses		\$ 0.00

Fiscal Year Total BFPC Expenses and Budget	\$ 411,494.00
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WIC Breastfeeding Peer Counseling BFPC Grant Usage Summary

Provide an overview of which funds you are using in on page 1.

Example:

Fiscal Year Total BFPC Expenses and Budget from Page 1: \$3,000,000

Funding Fiscal Year	Remaining Balance	Extension Granted? Y/N	Amount Planned to Use in FY25	Amount Planned to Spend Forward	Comments
FY22	\$500,000	Y	\$500,000	\$0	
FY23	\$500,000	n/a	\$500,000	\$0	
FY24	\$2,255,000	n/a	\$2,000,000	\$255,000	Will use in FY 26

Total Amount to use in FY25: \$3,000,000

Total Amount for Future FY Use: \$255,000

Fiscal Year Total BFPC Expenses and Budget from Page 1: \$ 411,494.00

Funding Fiscal Year	Remaining Balance	Extension Granted? Y/N	Amount Planned to Use in FY25	Amount Planned to Spend Forward	Comments
FY21	\$ 0	Y			
FY22	\$ 0				
FY23	\$131,999.00		\$131,999.00	\$ 0	
FY24	\$411,494.00		\$208,921.00	\$202,573.00	will use remaining in FY26

Total Amount to use in FY25 \$340,920.00

Total Amount for Future FY Use: \$202,573.00

****BFPC funds are three-year funds****

Funds Received During Fiscal Year	Must be used by:
2021	9/30/25
2022	9/30/25
2023	9/30/26
2024	9/30/26

Breastfeeding Peer Counseling Budget Narrative

FY 2024 Funds

October 1, 2023 – September 30, 2026

1. Please provide the following:

- a) Number of peer counselors in the state: 50
- 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: \$ 411,494.00
(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: \$ 0
(Example: 10 cell phones for peer counselors to support after hours calls; office supplies)
- c) Training Expenses: \$ 0
(Example: Travel to the State Office for training of peer counselors or BFPC Coordinators)
- d) Educational Materials: \$ 0
(Example: 3,000 participant handouts explaining the BFPC program)
- e) Other Expenses: \$ 0
(Example: Peer counseling warm line expenses for 4 counties)

3. Please describe any goals for the breastfeeding peer counselor program for FY25.

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

Increase breast pump issuance by 25% throughout the state by mid-year report.

4. Please share any breastfeeding peer counseling activities, best practices, accomplishments, or success stories for FY25.

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

Pacify held a BFPC Staff Refresher Virtual Training on two separate offerings in May 2024 to engage local agency staff and provide updates to the Pacify app. Pacify to provide Participant Enrollment Incentive Program.

175 hospital grade multi-user breast pumps and 442 single use breast pumps were purchased using USDA food funds. BFPC staff are energized and eager to be able to provide mothers with new breast pumps.



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.

The Breastfeeding Peer Counselor funds will be primarily used for BFPC salaries to cover breastfeeding counseling throughout our 55 counties in West Virginia. Breastfeeding promotion, education and guidance is provided to participants in their prenatal and postpartum period. 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 in the weeks leading up to delivery to provide continued encouragement, answering any questions surrounding breastfeeding.

West Virginia will continue to utilize the Pacify mobile application throughout FY2025, providing an extra layer of support for WIC participants. At time of certification, a participant is encouraged to enroll into Pacify to have unlimited 24/7 video/smartphone access to an International Board Certified Lactation Consultant (IBCLC) to discuss breastfeeding problems and issues when WIC staff is unavailable. Pacify provides detailed weekly enrollment and call reports that loop back to the Local Agency Breastfeeding Liaison to keep that consistent connection and quality of care. As many of West Virginia's BFPCs are not credentialed in lactation, Pacify also serves as a secondary support for BFPCs and other WIC staff when concerns outside their scope of practice arise.

To ensure that parents will be knowledgeable and supported throughout their breastfeeding journey with their child, West Virginia WIC BFPC staff will increase their guidance and skill when providing education on usage of breast pumps. With newly obtained hospital grade multi-user breast pumps and single-use breast pumps for our Crossroads inventory, BFPCs now feel confident in the breastfeeding resources that WIC provides. In FY2025, our goal throughout the state is to see the rate of breast pump issuance increase by 25% by mid-year.

Looking to FY2025, BFPC staff members will be reestablishing and/or strengthening relationships with community partners, providing much needed outreach into the community to increase the initiation and duration of breastfeeding and WIC participation. Staff are eager to engage with various local healthcare providers to educate their staff on the WIC program and breastfeeding. In addition, six birthing hospitals in West Virginia have been enrolled into the CDC CHAMPS (Communities and Hospitals Advancing Maternity Practices) Initiative. Certain Local Agency IBCLC staff members have joined the individual task teams to begin helping their local hospital in the implementation of the World Health Organization's Ten Steps to Successful Breastfeeding.



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 other 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>
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.

Item or Service	Allowable Costs	Comments
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. 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	
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.	

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 service, 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.
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.
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	Yes, if the resources are related to peer counseling (e.g., training materials for peer counselors).	Training materials/education must be within scope of a peer counselor (i.e., basic breastfeeding information and support.)
Breastfeeding resources for WIC staff not related to peer counseling	No	NSA funds may be used to purchase general breastfeeding resources for WIC staff.

Item or Service	Allowable Costs	Comments
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.	<p>The priority use of BFPC funds is to hire and train peer counselors to provide breastfeeding peer counseling services to WIC participants. Staff with advanced lactation training are not considered peer counselors.</p> <p>Research recommends that peer counselors be provided career path training options.</p>
CLC or IBCLC exam, renewal, or membership fees	No	<p>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 SA 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.</p>
Peer Counseling Program Advertising and Promotion		
Media outreach (e.g., bus placards, paid social media and digital ads to advertise BFPC programs)	Yes. 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>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>
Name badges, buttons and similar low-cost items that identify peer counselor staff	Yes	

Item or Service	Allowable Costs	Comments
Pamphlets and similar materials to promote the peer counseling program	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 March 2024. 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.*

