

Breastfeeding Peer Counseling Budget Narrative

FY 2020 Funds

October 1, 2019 – September 30, 2020

1. Please provide the following:

- a) Number of peer counselors in the state: 42
- 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: \$ 407,253.00
(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: \$ _____
(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 FY20.

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

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

Breastfeeding Coordinators and Interim State Breastfeeding Coordinator will participate in the new USDA Breastfeeding Support: Learn Together, Grow Together training on June 11-13, 2019. – **Completed in FY 2019**

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. **Training occurred during November and December 2019 with enrollment beginning January 2020.**

4. Please share any breastfeeding peer counseling activities, best practices, accomplishments, or success stories for FY19 and FY20.

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

West Virginia has implemented Pacify across the state as of January 2020 to provide 24/7 video/smartphone access to International Board Certified Lactation Consultants (IBCLC's) to discuss breastfeeding problems and issues. **Completed and ongoing.**

In collaboration with the West Virginia Perinatal Association (WVPA), the West Virginia Breastfeeding Alliance (WVBA), and the West Virginia Office of Maternal, Child, and Family Health, the state will offer a Certified Lactation Counselor (CLC) course for 50 participants from the Local WIC Agencies and other community breastfeeding partners in November 2019. **Completed in November 2019 – 50 people completed training. Forty-eight participants (2 recertifications) took the exam with a pass rate of 94% (45 participants). Three participants failed the exam with a failure rate of 6%. Of the total 50 participants, 11 were from WIC agencies (1 from Central; 2 from Randolph-Elkins; 5 from Monongalia and 3 from Valley).**

During FY 2020, West Virginia filled the vacant Breastfeeding Coordinator position after 25 months. The new BF Coordinator is Jodi Giancola, MS in Nutrition (science track) who has 18 years of experience in teaching at the Community and Technical College level. She breastfed both her children, each for more than one year. Starting July 2020, Ms. Giancola will begin the new online CLC training program which must be completed within 6 months to sit for the exam. **Ongoing**