

Breastfeeding Peer Counseling Budget Narrative

FY 2020 Funds

October 1, 2019 – September 30, 2021

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: \$ 407,253
(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.)

Due to the pandemic, BFPC were unable to visit hospitals but used phone, email, and mail to contact participants to provide education and benefits.

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.

(Note: A Telehealth Policy 5.12 was added in early 2021 and an acknowledgement form that allows participants to opt into more platforms such as Zoom for breastfeeding support).

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

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.**

We see success as adding this extra layer of the Pacify App for 24/7 support for breastfeeding and infant feeding especially during the pandemic when BFPC were unable to go into the hospitals. We enrolled 685 participants during 2020 and are continuing to see growth and use of this App.

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. **This goal was completed in December 2020 when Jodi completed her course and passed the CLC exam.**