

WIC Breastfeeding and Peer Counseling Funding Guidance

This document provides a summary of what funding sources should be used for WIC Breastfeeding and WIC Breastfeeding Peer Counseling (BFPC) expenses. In general, local agencies should use Nutrition Services and Administration (NSA) breastfeeding funds for WIC breastfeeding promotion and support. BFPC funds are to be used **only** for providing WIC Breastfeeding Peer Counseling Program services based on the FNS WIC Breastfeeding Model for Peer Counseling.

NSA funds can be used for BFPC activities, but BFPC funds can't be used for breastfeeding activities that are not directly related to the Breastfeeding Peer Counseling Program.

The primary purpose of BFPC funding is to provide direct peer counseling breastfeeding services for WIC clients. There should be 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.

Category	Breastfeeding Peer Counseling Funds	NSA Breastfeeding Funds
Personnel – Salaries and Compensation	<ul style="list-style-type: none"> BFPCs - time spent providing direct breastfeeding support to BFPC participants, monthly BFPC meetings, BFPC time at WIC breastfeeding support groups and classes BFPC Coordinators - only for the portion of time spent providing oversight/management of the peer counseling program and supervision and mentoring of BFPCs Designated Breastfeeding Expert (DBE) time - only for time for referrals from BFPCs for BFPC participants 	<ul style="list-style-type: none"> WIC staff time providing general breastfeeding support during WIC appointments Competent Professional Authority (CPA)/DBE time at WIC breastfeeding classes and support groups DBE time (for referrals from WIC staff other than BFPCs) WIC staff time for planning and conducting educational services to promote or support breastfeeding WIC staff time used in development of forms, data collection and data analysis

Initial Breastfeeding Training	<ul style="list-style-type: none"> • BFPC training using the WIC Breastfeeding Curriculum • BFPC Coordinator training provided by State WIC • WIC Breastfeeding Curriculum Level 4 training for BFPC Coordinators and DBEs 	<ul style="list-style-type: none"> • Costs for WIC staff to complete initial breastfeeding trainings
Ongoing Breastfeeding Training	<ul style="list-style-type: none"> • Monthly BFPC meetings with breastfeeding training • Continuing education for DBEs if it relates to servicing the BFPC program (e.g., mentoring, serving as a referral, etc.) 	<ul style="list-style-type: none"> • Costs for staff time, registration fees and travel expenses for attending breastfeeding conferences, trainings and webinars
Breastfeeding Resources for Staff	<ul style="list-style-type: none"> • Only if the resources are related to peer counseling (e.g., training materials for BFPCs). Training materials/education must be within scope of a BFPC (basic breastfeeding information and support). 	<ul style="list-style-type: none"> • General breastfeeding resources for WIC staff (e.g. breastfeeding books, training props, etc.)
Handouts and Materials	<ul style="list-style-type: none"> • Pamphlets and similar materials to promote the BFPC program 	<ul style="list-style-type: none"> • Purchase of breastfeeding educational materials for WIC participants • Costs to translate, print and distribute educational materials related to breastfeeding promotion and support • Costs for staff time to develop breastfeeding education materials • Incentive items of nominal cost (these items must support or relate to breastfeeding messages)
Equipment	<ul style="list-style-type: none"> • BFPC cell phones • BFPC laptops and office equipment used to provide peer counseling services 	<ul style="list-style-type: none"> • Breastfeeding scales

Space and Lease Costs	<ul style="list-style-type: none"> Space and lease costs specifically dedicated for peer counselors to provide services in the WIC clinic 	<ul style="list-style-type: none"> Clinic space devoted to breastfeeding education and training activities Space for nursing mothers and babies
Pumps and Breastfeeding Aids	<ul style="list-style-type: none"> BFPC funds should not be used for pumps and breastfeeding aids 	<ul style="list-style-type: none"> Breastfeeding aids such as breast shells, nursing supplementers, nursing bras and nursing pads Staff time to procure breast pumps and supplies Note: Breast pump purchases and rentals utilize WIC food funds, not NSA breastfeeding funding

Note: This list is intended to provide examples and is not exhaustive. See [USDA Allowable Costs for Breastfeeding Peer Counseling Programs](#) and Iowa WIC Program's [Nutrition Services and Administration \(NSA\) Costs](#) policy for more details.