

## Breastfeeding Peer Counseling Cheat Sheet

\*While this document is not meant to replace policies, it is meant to summarize the key pieces in introducing participants to the Breastfeeding Peer Counselor Program, assuring all participants have a genuine knowledge of and the option to access Breastfeeding Peer Counselors.

During an initial certification visit, WIC participants need to be informed of the Breastfeeding Peer Counselor program.

- If the participant has breastfed another infant as a WIC participant, ask her if she had a Breastfeeding Peer Counselor that supported her during that breastfeeding experience.
- Using the [Moms Helping Moms: Meet Your WIC Breastfeeding Peer Counselor](#) brochure, the CPA will explain the availability of the Breastfeeding Peer Counselor to all participants to provide breastfeeding education and support.
  - Share with the participant:
    - Breastfeeding Peer Counselors are just like you, a WIC Mom.
    - Breastfeeding Peer Counselors have had special training so that they can give you information on breastfeeding.
    - Breastfeeding Peer Counselors can give you support that will help you meet your goals for breastfeeding your baby.
    - Breastfeeding Peer Counselors have successfully breastfed their own baby/babies.
    - Breastfeeding Peer Counselors are available to you on days and during times that the WIC clinic is closed.
  - Assure the participant that all communication with the Breastfeeding Peer Counselor is kept confidential.
  - After giving the participant information about the Breastfeeding Peer Counselor Program, in an encouraging manner, ask if she would be willing to have a Breastfeeding Peer Counselor contact her so that they can get acquainted.
  - If the participant is willing to be contacted by a Breastfeeding Peer Counselor:
    - Indicate this in Focus by checking question
      - **4f** “We have moms who have breastfed before and can help you with breastfeeding. I will have one call you. Interest in BF PC” or question
      - **1g** “BF PC has not been assigned. We have trained moms who have breastfed before and can help you with breastfeeding. I will have one call you if that is okay with you. Interest In BF PC” on the nutrition interview screen.
    - This will trigger a referral and alert the Breastfeeding Peer Counseling Coordinator that she needs to assign a Breastfeeding Peer Counselor to this participant.
    - Indicate any reasons for an expedited contact in the notes for reasons such as the participant is due to deliver in a few days, or she delivered just a few days ago, or the baby was formula fed in the hospital and now decided to breastfeed

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after going home and needs some basic support. This way the peer counselor knows that she needs to contact the participant as soon as possible.

- Share names, pictures, business cards, or any other information about the Breastfeeding Peer Counselors with the participant. This will make them feel more comfortable when contacted by the Breastfeeding Peer Counselor.
  - Give the participant the phone number of the Breastfeeding Peer Counselor (all Breastfeeding Peer Counselors if there is more than one and you do not yet know which one will be assigned to this participant) that will be contacting her. Suggest to the participant that she enters the phone number in her phone so she recognizes who it is when the Breastfeeding Peer Counselor contacts her.
  - Ask the participant how she would prefer to be contacted: Text, phone call, email, etc. Share this information with the Breastfeeding Peer Counselor.
  - Ask the participant if there is a specific time of day that she would prefer to be contacted. Share this information with the Breastfeeding Peer Counselor.
- Based on this discussion with the participant was there anything that stood out related to their understanding of or experience with breastfeeding, or any red flags detected (e.g. the participant knows one of the peer counselors and would prefer not to engage with them)? If so, bring this to the attention of the Breastfeeding Peer Counseling Coordinator in the Focus notes/alerts. You may also want to relay this information to them through another method of communication, such as email, in-person, a written note, etc.