

# Applications for New Local WIC Breastfeeding Peer Counselor Programs, 2017 Funds

Planning on submit an initial application for Breastfeeding Peer Counselor Program funding?

Lead WIC Agencies may submit a plan for their region, providing breastfeeding peer counselor services to the entire service area. Or a group of more than one region may submit a plan to provide services to their combined areas. The application will include the following information:

- ▶ Name of who will be the Breastfeeding Peer Counselor Program Supervisor;
- ▶ How recruitment and training of the Breastfeeding Peer Counselor(s) will be carried out;
- ▶ How WIC staff will refer participants to the Breastfeeding Peer Counselor(s);
- ▶ The methods that will be used by the Breastfeeding Peer Counselor(s) to contact participants and the timing/frequency of the contacts;
- ▶ How the Breastfeeding Peer Counselor will document contacts made; and
- ▶ Planned outreach to the community about the Breastfeeding Peer Counselor Program, the services of the Breastfeeding Peer Counselor and how she may participate in local breastfeeding promotion and support activities.
- ▶ In the case of a group of regions application, additional information about who will hold the contract and who will be a subcontractor as well and information about management of the funds.

The local Breastfeeding Peer Counselor Program will:

- Be responsible for recruiting, hiring and training the Breastfeeding Peer Counselor(s);
  - ◆ Loving Support Training will be provided through a contract by the State Agency periodically throughout the fiscal year.
- Submit a monthly expenditure report as a line item on WIC expenditure report that and provide a separate breakdown and documentation for the expenses;
- Submit an annual report of program operations and activities for the period of May 1 to April 30 (or part of year during initial year) due by May 15<sup>th</sup>;
- Submit to the State Agency for approval local agency developed policies prior to implementation; and
- Retain records per the master contract or the WIC task order requirements.

Submit the plan by May 13, 2016, for the 2017 fiscal year that starts October 1, 2016. Applications can be submitted by email, fax or regular mail to Kate Girard.