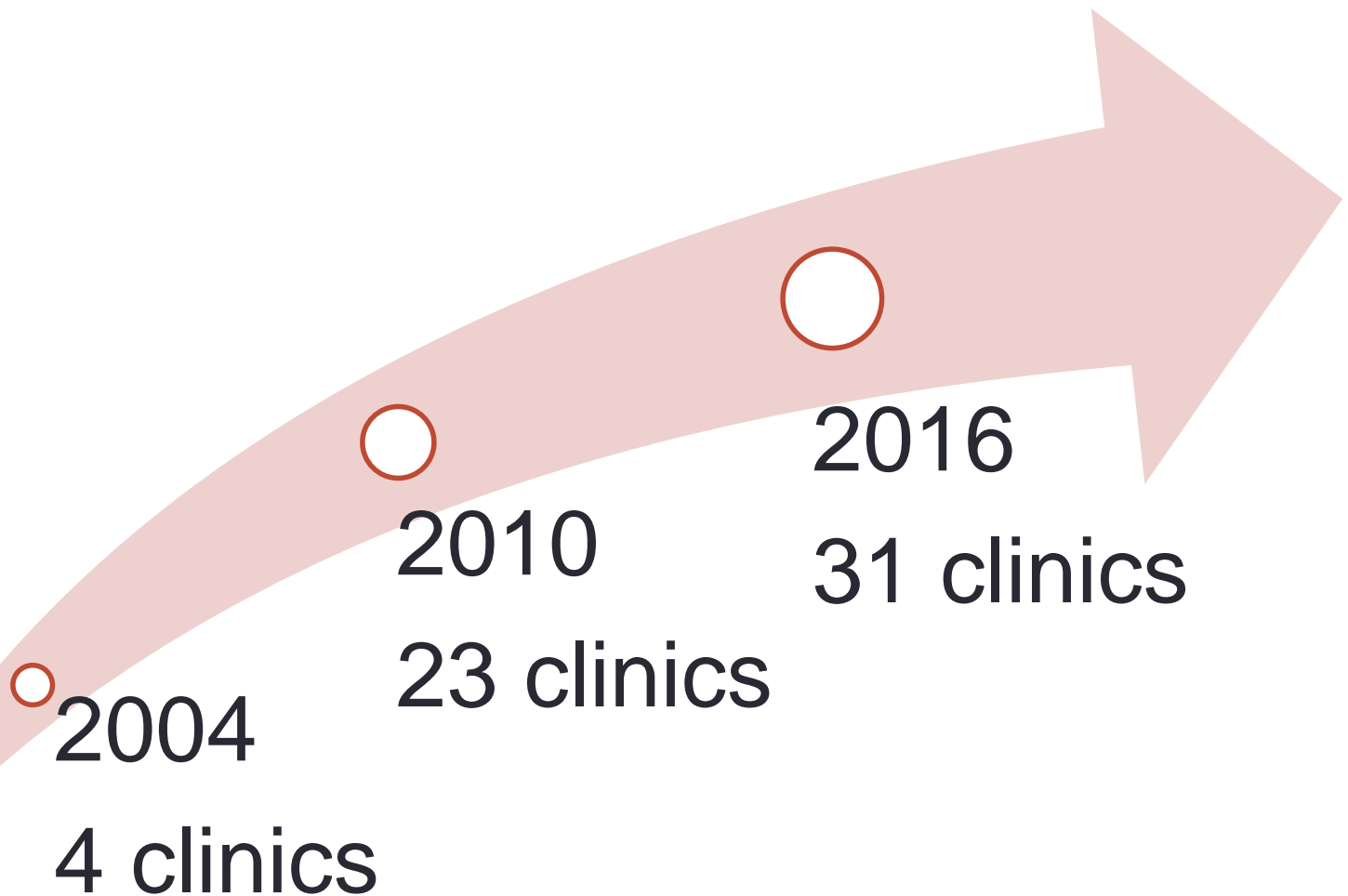


OSDH WIC BREASTFEEDING PEER COUNSELING

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OSDH WIC Breastfeeding Peer Counseling Specialist

History



Curriculum

- *Loving Support*©
Through Peer
Counseling: A
JOURNEY TOGETHER



Training

The WIC Peer Counseling Program

- Becoming a WIC Peer Counselor
- Helping Moms say 'YES' to Breastfeeding

Counseling and Communication Skills

- Helping Moms Overcome Common Barriers
- How to Talk with Moms About Breastfeeding
- Ways to Reach New Moms

Getting Started with Breastfeeding

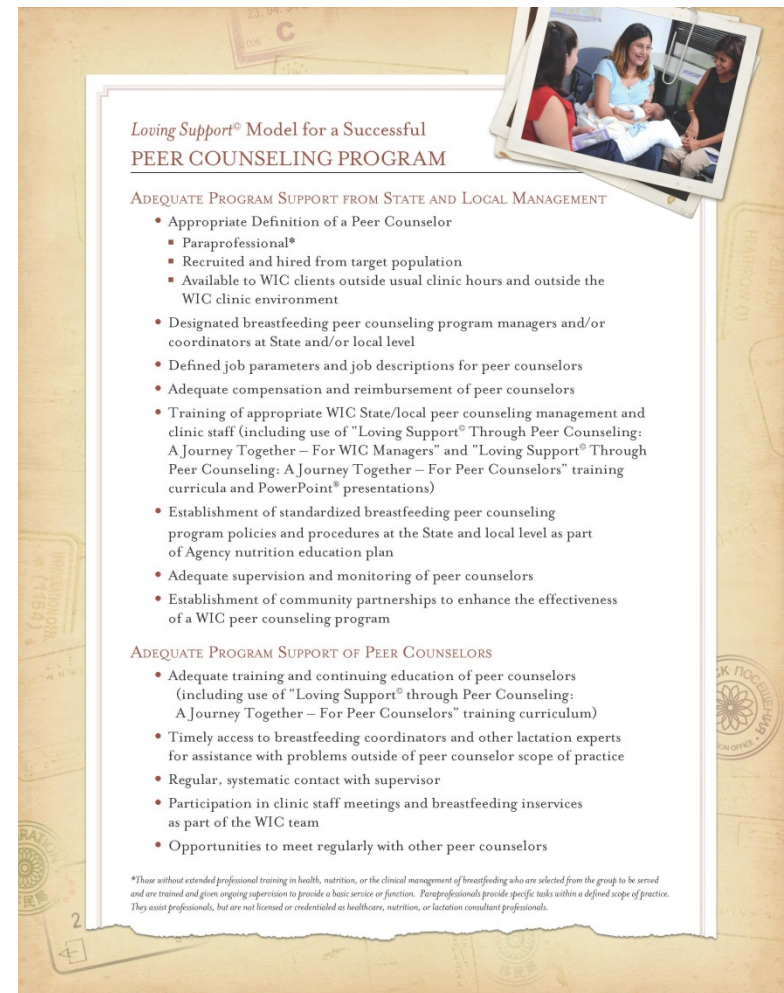
- Encouraging Exclusive Breastfeeding
- Supporting New Breastfeeding Moms
- Helping Moms When Things Don't Go as Planned

Talking with Mothers About Breastfeeding

- Talking with Pregnant Women About Breastfeeding
- Talking with Mothers About Breastfeeding in the First Month
- Talking with Mothers About Breastfeeding When Baby Grows
- Talking with Mothers About Breastfeeding When Mother and Baby are Separated

Keys To Program Success

- *Loving Support*® Model for a Successful Peer Counseling Program



What is a peer counselor?

- Paraprofessional
- Recruited and hired from the target population
- Available outside usual clinic hours



Role of the Peer Counselor

- Support
- Help prevent and manage common concerns
- Make referrals
- Complement care



Basic Job Duties of Peer Counselors

- Contact moms at critical intervals
- Help with classes
- Help with support groups



Defined Scope of Practice

- Simple
 - Basic information
 - Support
 - Encouragement
 - Referrals



Power of Mother-to-Mother Connection

- Seek people with shared experiences
- Talk through stressful situations
- Build network of trust



Peer Counselors Make a Difference

- Position of trust
- Complement care
- Added dimension



Model for Breastfeeding

- Positive role model
- Reinforce recommendations



Bringing Baby to Clinic

- Infant in arms
- Maintain breastfeeding
- Role Model



Establish Connections

- Peers represent WIC mothers
- Build relationships
- Flexible availability



Three Step Counseling Strategy

Step 1

- Ask

Step 2

- Affirm

Step 3

- Educate

Provide Ongoing Support

- Socially and culturally appropriate
- Unique connection



Help Moms with Common Concerns

- Assess normal breastfeeding
- Prevent and address common concerns
- Recognize challenges



Filling the Gap in Services

- Beyond the WIC clinic
- Between hospital discharge and WIC appointment



YIELD

- No complex breastfeeding situations
- WIC Designated Breastfeeding Expert
- Referral System



When do peer counselors YIELD?



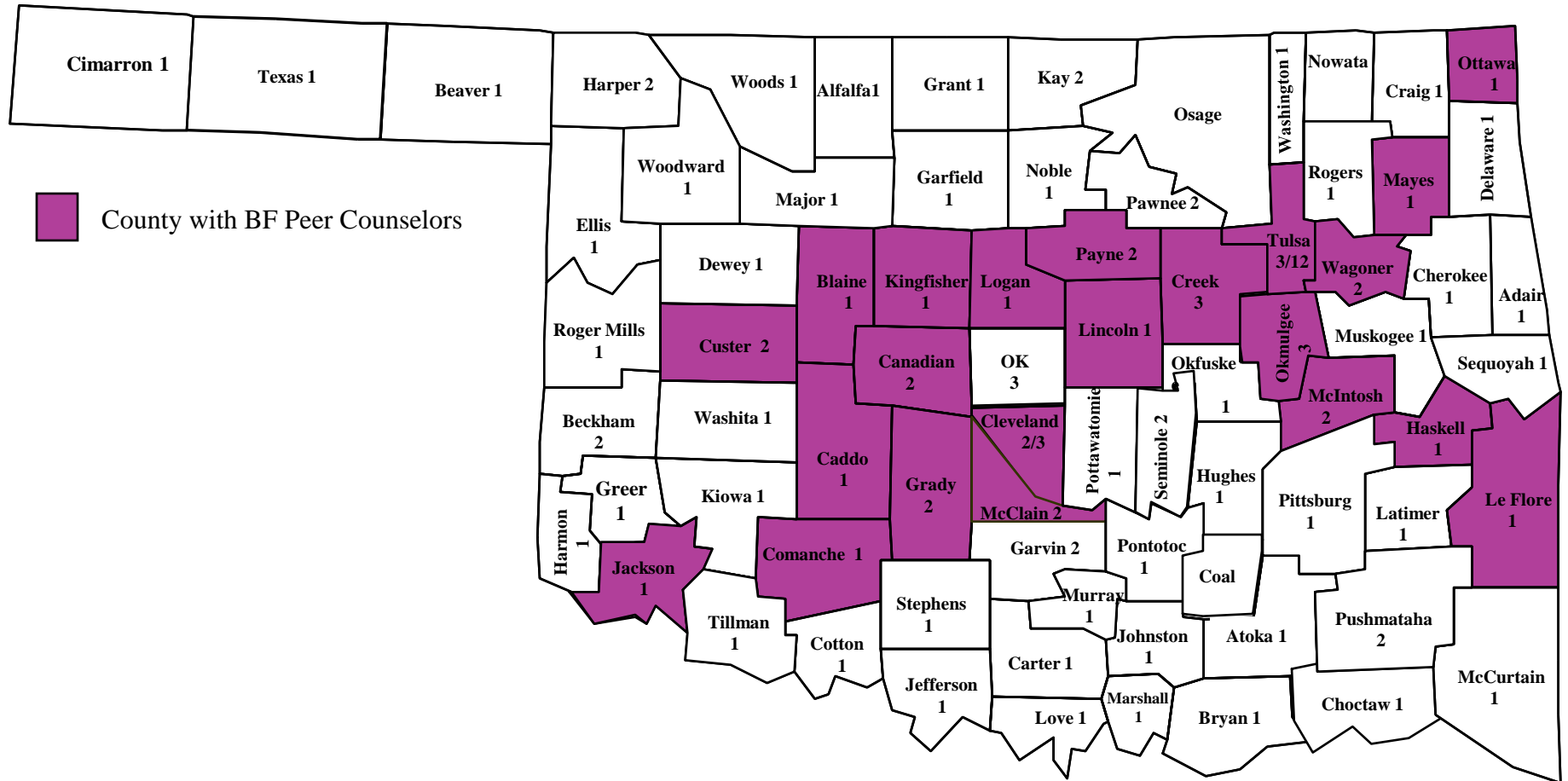
- Pregnancy Issues
- Baby Concerns
- Mother Concerns
- Nutrition
- Social
- Illness in Mother or Baby
- Other Medical Situations

Job Settings

- Telephone visits home and/or clinic
- In-person in the WIC clinic
- Future: hospital



WIC Breastfeeding Peer Counselor Program Sites



Buy In

- Program Promotion
- Support from staff



Community Partnerships

- Important to program success
- Building and strengthening



Thank you!

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