

Loving Support Peer Counselor Program Implementation

Listed below are activities necessary to establish a Peer Counselor program.

Staff Awareness/Education

- Basic breastfeeding training for all staff
 - Education/In-service with all staff on the role of the Peer Counselor
 - Discussion of staff concerns
 - Working with nonprofessional staff
 - Nonstandard work settings and schedules
 - Input back to staff from Peer Counselors
 - Supervisory Staff assigned
 - Referral procedures discussed
 - Ongoing communication to keep the staff informed
 - Other _____
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Policies/procedures

- Personnel issues completed
 - Number of Peer Counselor to hire
 - Schedule/hours Peer Counselor needed
 - Hours divided by clinic hours, phone calls from home
 - Work space allocated
 - Equipment needs determined, e.g. cell phones, calling cards, etc
 - Hired by agency/contractual
 - Hired with/without benefits
 - How travel will be reimbursed
 - Policies/procedures developed using Loving Support manual guidelines
 - Other _____
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Program Development

- Referral procedures established/Peer Counselors sharing information with other staff
 - Makeup of Peer Counselor caseload determined, e.g. all pregnant clients, only teen clients, etc.
 - Schedule of contacts determined
 - Priority of work established, e.g. first -time moms
 - Materials & resources necessary planned/purchased
 - Peer Counselor documentation of activities determined, e.g. access to Cornerstone screens
 - Supervisor duties/job description determined
 - Ongoing communication/regular meetings established
 - Monitoring needs determined and routine established
 - Evaluation needs determined and procedures developed
 - Other _____
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Hiring Peer Counselor Staff

- Recruit potential candidates
 - Determine qualifications for successful candidate, e.g. successfully breastfed, enthusiastic, good communicator, etc.
 - Interview potential candidates
 - Hire selected Peer Counselor/s
 - Other _____
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Training Peer Counselors

- Educate Peer Counselor on WIC
 - Local agency policies
 - Peer Counselor's role at the agency
 - Shadowing established Peer Counselor
 - Basic Breastfeeding Training on-site
 - Attendance at outside Breastfeeding training
 - Ongoing training determined
 - Other _____
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Outreach to Community Partners

- Promote program to WIC clients
 - Available resources determined, e.g. La Leche League, area hospitals LCs, etc.
 - Conduct Peer Counselor program promotion with local hospitals/medical groups
 - Develop protocols for Peer Counselor to visit WIC clients in hospital
 - Involvement with community advocacy organizations, city/county public events, local/regional Task Forces, etc.
 - Other _____
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