

Peer Counselor Program Planning Activities

Initial Program Planning

- ✓ Identify target populations to reach.
- ✓ Identify potential sites for the program.

Strategy Development

- ✓ Identify and hire peer counseling program managers/supervisors.
- ✓ Establish basic program policies.
- ✓ Develop referral protocols.
- ✓ Develop clinic policies and program protocols.

Program Development

- ✓ Get program forms prepared and printed.
- ✓ Select and order materials and resources.
- ✓ Arrange for training of program supervisors and managers.
- ✓ Arrange for orientation training for local clinic staff.
- ✓ Identify potential trainers or upcoming classes for peer counselors.

Program Implementation

- ✓ Conduct training of program supervisors and managers.
- ✓ Conduct orientation training for local clinic staff.
- ✓ Conduct program promotion with local organizations in the community.
- ✓ Begin recruiting potential peer counselors among WIC and community settings.
- ✓ Conduct interviews with prospective peer counselors.
- ✓ Hire selected peer counselors and get contracts/personnel forms routed through the agency.
- ✓ Arrange for and conduct training with all newly hired peer counselors.
- ✓ Hold graduation ceremony for peer counselors.
- ✓ Introduce new peer counselors to WIC staff and community providers.
- ✓ Provide information to WIC clients about the program.
- ✓ Arrange for supervisors to serve as “mentors” for newly hired peer counselors.
- ✓ Hold monthly staff meetings for ongoing training and job guidance.
- ✓ Report on the program to WIC administrative staff.

Tracking and Evaluation

- ✓ Monitor program success through regular contacts with peer counselor(s) and other activities as appropriate.
- ✓ Evaluate program success through improved breastfeeding rates, participant surveys, etc.