



WIC Breastfeeding Peer Counseling Study

Phase II: Follow-up Implementation Report

Task Order #
AG-3198-D-06-0105

Final Draft

October 2015

Prepared for:
Karen Castellanos-Brown
U.S. Department of Agriculture
Food and Nutrition Service
3101 Park Center Drive
Alexandria, VA 22302

Submitted by:
Carter Epstein
Ann Collins
Abt Associates
55 Wheeler Street
Cambridge, MA 02139

USDA is an Equal Opportunity Provider

Acknowledgements

This report was prepared by Carter Epstein and Ann Collins of Abt Associates, Inc. for the U.S. Department of Agriculture’s Food and Nutrition Service (FNS), Office of Policy Support. Many individuals made important contributions to this report. The authors thank Don LaLiberty, Gabe Schwartz, Melanie Brown-Lyons, Daniel Weiss and Amanda Parsad for providing analytic support; William Gandre, Marina Komarovsky, Gabe Schwartz and Herrissa Lamothe for assistance developing and programming the web survey; Maureen Sarna, Maisha Huq and Herrissa Lamothe for supporting the data collection; Patty Connor and Vinh Tran for assistance reviewing the report; and Jan Nicholson for preparing the manuscript. The authors also thank Karen Castellanos-Brown, Joseph Robare, Anne Bartholomew, Patti Mitchell and Hayes Brown of FNS, for providing guidance and program information. Finally, the authors extend their appreciation to the staff at State WIC agencies that provided information for this report.

Table of Contents

Acknowledgements i

Executive Summary ix

1. Overview of the Study 1

 1.1 Introduction 1

 1.2 Background..... 2

 1.3 Data Sources 5

 1.4 Analysis Methods 6

 1.5 Limitations..... 7

2. Role of State WIC Agencies in Breastfeeding Promotion..... 9

 2.1 Broad Scale State-Level Breastfeeding Promotion Initiatives 9

 2.2 State-Level Breastfeeding Promotion Activities for WIC Participants 10

 2.3 Funding for Breastfeeding Promotion 12

 2.4 Summary: State-level Breastfeeding Promotion Activities 13

3. State-Level Staff Involved in the *Loving Support*® Peer Counseling Program 15

 3.1 State Agency Staff Working on *Loving Support*® Peer Counseling..... 15

 3.1.1 *Loving Support*® Peer Counseling Program Coordination at the State Level.. 18

 3.1.2 Amount of State-Level Staff Time Devoted to Implementing *Loving Support*® Peer Counseling 19

 3.2 Training Provided by State WIC Agency Staff 23

 3.3 Summary: State-level Administration of the *Loving Support*® Peer Counseling Program 24

4. Local WIC Agencies Operating *Loving Support*® Peer Counseling and State Agencies’ Allocation of Resources 26

 4.1 Geographic Distribution of *Loving Support*® Peer Counseling Programs operated by Local WIC Agencies 26

 4.1.1 Local WIC Agencies Implementing *Loving Support*® Peer Counseling by Region 26

 4.1.2 Local WIC Agencies Implementing *Loving Support*® Peer Counseling by State 28

 4.2 Number and Characteristics of WIC Participants Receiving WIC Services in Local WIC Agencies Implementing *Loving Support*® Peer Counseling Programs..... 29

 4.2.1 Availability of the *Loving Support*® Peer Counseling Program 29

 4.2.2 Size of LWAs offering *Loving Support*® Peer Counseling Programs 31

 4.2.3 Breastfeeding Rates Among LWAs with *Loving Support*® Peer Counseling Programs..... 32

 4.3 Funding to Local WIC Agencies for *Loving Support*® Peer Counseling Programs 33

 4.3.1 Sources and Amount of Funding for the *Loving Support*® Peer Counseling Program 33

 4.3.2 State Agency Decisions on Allocating *Loving Support*® Peer Counseling Funding to Local WIC Agencies 35

4.3.3	Amount of <i>Loving Support</i> ® Peer Counseling Funding per Pregnant WIC Participant Receiving WIC Services	36
4.4	Summary: Local WIC Agencies’ Operation of <i>Loving Support</i> ® Peer Counseling Programs and State Allocation of Support	38
5.	State Guidance and Support for <i>Loving Support</i>® Peer Counseling Program Implementation.....	40
5.1	Type and Amount of Guidance Provided to Local WIC Agencies	40
5.2	State Guidance on Qualifications and Job Requirements for <i>Loving Support</i> ® Peer Counseling Program Staff and Peer Counselors.....	43
5.2.1	Guidance on Peer Counseling Coordinator Education and Experience	43
5.2.2	Guidance on Peer Counselor Education and Experience	45
5.2.3	State Guidance on Community Collaborations	49
5.3	State Guidance on Providing Adequate Support for <i>Loving Support</i> ® Peer Counselors	50
5.3.1	State Agency Guidance on Peer Counselor Caseloads.....	50
5.3.2	State Agency Guidance for Peer Counselor Compensation	51
5.3.3	State Agency Guidance for Peer Counselor Training and Support	53
5.3.4	State Agency Guidance for Monitoring and Supervision of Peer Counselors..	54
5.4	Summary: State Guidance and Support of LWA <i>Loving Support</i> ® Program Implementation.....	55
6.	State Guidance on Services Provided by <i>Loving Support</i>® Peer Counselors.....	57
6.1	Guidance for Timing and Frequency of Peer Counseling Contacts	57
6.1.1	First Peer Counseling Contact	57
6.1.2	Frequency of Peer Counseling.....	59
6.1.3	Responding to Requests for Breastfeeding Assistance.....	60
6.1.4	Total Duration of <i>Loving Support</i> ® Peer Counseling	61
6.2	State Agency Guidelines for Mode and Setting of Peer Counseling Contacts	61
6.2.1	Use of Electronic and Social Media for Peer Counseling Contacts	61
6.2.2	In-Person Peer Counseling Contacts	62
6.3	Proportion of Peer Counseling Contacts by Mode and Setting	66
6.3.1	Frequency of Peer Counseling Contacts by Different Modes	67
6.3.2	Frequency of In-Person Peer Counseling Contacts by Different Settings.....	69
6.4	Documentation Required of <i>Loving Support</i> ® Peer Counselors About Service Delivery	69
6.5	Summary: State Guidance on Services Provided by <i>Loving Support</i> ® Peer Counselors	70
7.	Data Collected by State Agencies on <i>Loving Support</i>® Peer Counseling Program Implementation.....	72
7.1	Data on Local WIC Agencies’ <i>Loving Support</i> ® Peer Counseling Program Capacity.....	72
7.2	Data Collected on Peer Counseling Services Delivered.....	73
7.3	Characteristics of WIC Participants Receiving <i>Loving Support</i> ® Peer Counseling	74
7.4	Summary: State Data Collected on <i>Loving Support</i> ® Implementation.....	75

8.	Summary and Conclusions	76
8.1	Introduction	76
8.2	State Efforts to Support Breastfeeding	76
8.3	State-Level Staffing For the <i>Loving Support</i> © Peer Counseling Program.....	77
8.4	Local WIC Agencies and the <i>Loving Support</i> © Peer Counseling Program	78
8.5	State Guidance on <i>Loving Support</i> © Peer Counseling Program Implementation	79
8.6	Services Provided by Peer Counselors	80
8.7	Data Collected on <i>Loving Support</i> © Peer Counseling Implementation	81
Appendix A: Survey of State WIC Agencies on Breastfeeding Peer Counseling, 2014		82
Appendix B: Selected Exhibits by State Agency.....		189

List of Exhibits

Exhibit E.1: Roles of State-Level Staff in *Loving Support*© Peer Counseling, 2014 (N=47)..... xi

Exhibit E.2: Distribution of the Number of State WIC employees Working on *Loving Support*© Peer Counseling, 2014 and 2008 (N=51)..... xii

Exhibit E.3: Distribution of States by the Number of Full-Time Equivalent State WIC Employees Working on *Loving Support*© Peer Counseling, 2014 (N=50) xiii

Exhibit E.4: Distribution of States by the Percentage of Pregnant WIC Participants Receiving WIC Services in a Local WIC Agency Implementing a *Loving Support*© Peer Counseling Program, 2014 and 2008 (N=51)..... xiv

Exhibit E.5: Percentage of Funding Allocated by States to Local WIC Agencies for *Loving Support*© Peer Counseling from State’s FNS Breastfeeding Peer Counseling Grant Funds, 2014 and 2008 (N=51)..... xv

Exhibit E.6: How State Agencies Chose to Allocate FNS Breastfeeding Peer Counseling Grant Funds, 2014 and 2008 (N=51)..... xvi

Exhibit E.7: Number of States by Average Amount of FNS Peer Counseling Grant Funds per Pregnant WIC Participant in LWAs Implementing *Loving Support*© Peer Counseling, 2014 and 2008 xvii

Exhibit 1.1: Research Questions for the Survey of State WIC Agencies, 2014..... 2

Exhibit 1.2: Components of the *Loving Support*© Peer Counseling Program Model 5

Exhibit 2.1: Major Breastfeeding Promotion Initiatives in States, 2014 and 2008 9

Exhibit 2.2: Other Breastfeeding Promotion Initiatives Reported by State WIC agencies, 2014 and 2008 10

Exhibit 2.3: State-Level Breastfeeding Promotion Activities for WIC Participants in Addition to the *Loving Support*© Peer Counseling Program, 2014 (N=45) 11

Exhibit 2.4: Amount of NSA Funds Used for Breastfeeding Promotion by State agencies, by Number of Pregnant Women Participants (N=51) 13

Exhibit 3.1a: Distribution of the Number of State WIC employees Working on *Loving Support*© Peer Counseling, 2014 and 2008 (N=51)..... 16

Exhibit 3.1b: Number of State-level Staff Working on *Loving Support*© Peer Counseling by Number of Pregnant WIC Participants in the State, 2014 (N=51) 17

Exhibit 3.2: Use of FNS Breastfeeding Peer Counseling Grant for State WIC Employee Salaries, 2014 and 2008..... 18

Exhibit 3.3: Roles of State-Level Staff in *Loving Support*© Peer Counseling, 2014 (N=47)..... 19

Exhibit 3.4a: Distribution of State-Level WIC Agency Staff Time Devoted to Each Type of *Loving Support*© Peer Counseling Program Activity, 2014 21

Exhibit 3.4b:	Average, Median, Maximum and Minimum Hours per Month that State-Level WIC Agency Staff Devoted to Each Type of Loving Support© Peer Counseling Program Activity, 2014.....	22
Exhibit 3.5:	Distribution of States by the Number of Full-Time Equivalent State WIC Employees Working on <i>Loving Support</i> © Peer Counseling, 2014 (N=50)	22
Exhibit 3.6	Training in Breastfeeding Support Provided by State WIC Agencies, 2008 and 2014.....	23
Exhibit 4.1	Local WIC Agencies Operating <i>Loving Support</i> © Peer Counseling, by FNS Region, 2014 and 2008 (N=51).....	27
Exhibit 4.2	Average, Minimum and Maximum Percentage of Local WIC Agencies that Operated <i>Loving Support</i> © Peer Counseling Programs across States within Each Region, 2014 (N= 1,765).....	28
Exhibit 4.3	Distribution of States by Percentage of Local WIC Agencies that Operated <i>Loving Support</i> © Peer Counseling, 2014 and 2008 (N=51)	29
Exhibit 4.4	Distribution of States by the Percentage of Pregnant WIC Participants Receiving WIC Services in a Local WIC Agency Implementing a <i>Loving Support</i> © Peer Counseling Program, 2014 and 2008 (N=51).....	30
Exhibit 4.5	Race and Ethnicity of WIC Participant Women Receiving WIC Services, in US WIC Overall and those Served by Local WIC Agencies Operating <i>Loving Support</i> © Peer Counseling Programs, 2014 and 2008	31
Exhibit 4.6	Local WIC Agencies Operating <i>Loving Support</i> © Peer Counseling, by Size	32
Exhibit 4.7	Measures of Breastfeeding Incidence, Duration and Prevalence by <i>Loving Support</i> © Peer Counseling Status, 2014 and 2008.....	33
Exhibit 4.8	Local WIC Agencies Implementing <i>Loving Support</i> © Peer Counseling Programs and Their Funding Sources, 2014 and 2008, as Reported by State WIC Agencies (N=51)	34
Exhibit 4.9	Percentage of Funding Allocated to Local WIC Agencies for <i>Loving Support</i> © Peer Counseling from Peer Counseling Grant Funds, 2014 and 2008 (N=51)	35
Exhibit 4.10	How State Agencies Chose to Allocate FNS Breastfeeding Peer Counseling Grant Funds, 2014 and 2008 (N=51).....	36
Exhibit 4.11	Number of States by Average Amount of FNS Peer Counseling Grant Funds per Pregnant WIC Participant in LWAs Implementing <i>Loving Support</i> © Peer Counseling, 2014 and 2008	38
Exhibit 5.1:	States That Provided Written Guidance to Local WIC Agencies for <i>Loving Support</i> © Peer Counseling Program Components (N=51)	41
Exhibit 5.2:	Amount of Written Guidance from State Agencies to Local WIC Agencies for Implementation of the <i>Loving Support</i> © Peer Counseling Program, 2008 and 2014 (N=51).....	43

Exhibit 5.3	State Agency Recommendations or Requirements for Local Peer Counseling Coordinators, 2014 and 2008	44
Exhibit 5.4	State Agencies that Provided Guidance to Local WIC Agencies on Minimum Educational Levels of Peer Counselors, 2014 (N=51)	46
Exhibit 5.5	State Agency Guidance to Local WIC Agencies Regarding Peer Counselor Qualifications and Job Expectations, 2014 and 2008.....	47
Exhibit 5.6	State Agencies’ Recommendations or Requirements for Peer Counselors’ Minimum Number of Hours Providing Peer Counseling Services, 2014 and 2008.....	48
Exhibit 5.7	Types of Organizations With Which State Agencies Recommended or Required Local WIC Agencies to Collaborate, 2014 (N=34)	50
Exhibit 5.8:	State Agency Guidance Regarding Peer Counselor Wages, 2014	52
Exhibit 5.9:	Types of Non-Wage Compensation for which State Agencies Provided Guidelines, 2014 (N=28).....	53
Exhibit 5.10:	State Agencies with Guidance on Training or Support for Peer Counselors, 2014 (N=51)	53
Exhibit 5.11	Specific Areas in which State Agencies Provided Guidelines Regarding Staff Support for Peer Counselors, 2014 and 2008.....	54
Exhibit 5.12	Areas in which State Agencies Provided Written Guidance about Supervision and Job Monitoring of Peer Counselors, 2014 and 2008	55
Exhibit 6.1	State Guidance for Timing of First Peer Counseling Contact with Program Participant During Pregnancy, 2014	58
Exhibit 6.2	State Agency Guidance about the Timing of First Peer Counseling Contact After Delivery, 2014 (N=44).....	59
Exhibit 6.3	Recommended or Required Frequency of Peer Counselor Contact During Specific Pregnancy and Postpartum Time Periods, 2014 (N=45).....	60
Exhibit 6.4	State Agencies With and Without Guidelines on Peer Counselors’ Use of Email and Other Communication Technologies with Program Participants, 2014 (N=48)	62
Exhibit 6.5	State Agency Guidelines on Peer Counselors’ Use of Electronic or Social Media for Contacts with Program Participants, 2014 (N=24).....	62
Exhibit 6.6	Recommended or Required Timing of In-Person Contact During Specific Pregnancy and Postpartum Time Periods, 2014 (N=35)	63
Exhibit 6.7	Settings for which State Agencies Have Guidelines about Peer Counselors’ In-Person Contact with WIC Participants, 2014 and 2008	64
Exhibit 6.8	Settings where State Guidelines Prohibit In-Person Contact between WIC Participants and Peer Counselors, 2014 and 2008.....	65

Exhibit 6.9	Settings where State Guidelines Address Liability Issues Related to In-Person Contact between WIC Participants and Peer Counselors, 2014 and 2008	66
Exhibit 6.10	Proportion of Peer Counseling Contacts Made by Mode of Contact to WIC Participants among State Agencies with LWA Contact Data, 2014 (N=24).....	68
Exhibit 6.11	Proportion of In-Person Contacts between WIC Participants and Peer Counselors by Setting, among State Agencies with Data, 2014 (N=26).....	69
Exhibit 6.12	Guidance Provided by State Agencies on the Types of Information Documented about Peer Counseling Contacts, 2014 and 2008.....	70
Exhibit 7.1	Data Collected on Local WIC Agencies' <i>Loving Support</i> ® Peer Counselor Program Size and Structure, 2014 (N=44)	73
Exhibit 7.2	Data Collected on Local WIC Agencies' <i>Loving Support</i> ® Peer Counseling Services, 2014 (N=44).....	74
Exhibit 7.3	Data Collected on LWAs' <i>Loving Support</i> ® Peer Counseling Program Participants, 2014 (N=45)	75
Exhibit B.1a	State-Level Breastfeeding Promotion Activities for WIC Participants in Addition to the <i>Loving Support</i> ® Peer Counseling Program, 2014, by State (N=45)	190
Exhibit B.1b:	Other Breastfeeding Promotion Activities, Programs or Campaigns Undertaken at the State Level and Specified by State WIC Agencies, 2014 (N=12)	192
Exhibit B.2a	State WIC Agency Guidance For Peer Counselor Compensation: Wages, Benefits, Career Paths, by State, 2014 (N=28).....	193
Exhibit B.2b	State WIC Agency Guidance for Peer Counselor Non-Wage Compensation, by State, 2014 (N=30)	194
Exhibit B.3:	Percent of Local WIC Agencies Operating <i>Loving Support</i> ® Peer Counseling, by State, 2014 (N=51)	195
Exhibit B.4:	Local WIC Agencies Operating <i>Loving Support</i> ® Peer Counseling in Each State, by Size, 2014 (N=51)	196
Exhibit B.5	Measures of Breastfeeding Incidence, Duration and Prevalence by <i>Loving Support</i> ® Peer Counseling Status, Per State, 2014 (N=51)	198

Executive Summary

Purpose of the Report

In 2006, the Food and Nutrition Service (FNS) of the U.S. Department of Agriculture (USDA) awarded a contract to Abt Associates Inc. to study the *Loving Support*® Peer Counseling Program, an initiative designed to improve breastfeeding outcomes of participants of the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) and to increase community support for WIC participants who breastfeed. In 2010, the WIC Peer Counseling Study issued an implementation report describing how the *Loving Support*® Peer Counseling Program was implemented in its early years. This follow-up report updates findings from the earlier report in light of several developments. First, the FY2010 Agricultural Appropriation increased available funding for the *Loving Support*® Peer Counseling Program. Second, FNS made changes in the WIC food packages, in part to promote breastfeeding among WIC participants. Finally, FNS launched an updated training curricula in FY 2011, “*Loving Support*® Through Peer Counseling: A Journey Together,” that reflects new science, learning innovations and program guidance since the curricula were initially developed in 2004. Given these more recent developments, FNS determined that an implementation study reflecting a more recent time frame would be helpful.

Consequently, in the spring of 2014, a web-based survey was administered to WIC agencies in the 50 States and the District of Columbia to gather information about how State agencies used the *Loving Support*® Peer Counseling funding and supported the implementation of the program. This report summarizes the findings from that survey and, when appropriate, compares changes in program administration between 2008, when the first State survey to WIC agencies on this topic was fielded.

Background

WIC has historically promoted breastfeeding to all pregnant WIC Participants and WIC participants who are new mothers unless medically contraindicated. In 2004, under the auspices of the USDA’s national breastfeeding promotion campaign, *Loving Support*® *Makes Breastfeeding Work*, FNS launched a national peer counseling initiative for WIC: *Using Loving Support*® *to Implement Best Practices in Peer Counseling*. The model provided a framework for State agencies and local WIC agencies (LWAs) either to develop new or to enhance existing peer counseling programs and specified adequate program support from State and local management for peer counselors. In 2011, the program’s training curricula for WIC managers and peer counselors were updated to incorporate the latest scientific research on breastfeeding management and best practices from successful peer counseling programs in WIC.

FNS breastfeeding peer counseling grants are provided to State agencies administering the WIC Program based on an FNS-approved plan and the number of pregnant and breastfeeding women participating in the WIC program. To receive the funds, each participating State must implement a peer counseling program based on the *Loving Support*® Peer Counseling model developed by FNS. States can determine how to distribute funding from the FNS grant, and the guidelines for implementing *Loving Support*® Peer Counseling allow States and LWAs some flexibility in determining how to implement the program so that it meets unique local needs.

Findings

State WIC Agencies' Breastfeeding Promotion Activities

In addition to providing information about their *Loving Support*® Peer Counseling Program, States were asked to report more broadly about major, Statewide breastfeeding promotion initiatives in 2014 that targeted the general population. Three main Statewide initiatives included: (1) State-wide campaigns to change hospital policies to limit the distribution of formula and make them more supportive of breastfeeding (i.e., making hospitals “Baby Friendly”); (2) Major training initiatives for health professionals about breastfeeding promotion; and (3) Private- or publicly-funded public education campaigns to promote breastfeeding. A greater proportion of States in 2014 than in 2008 reported Statewide efforts to make hospitals more breastfeeding friendly, an increase from about half the States in 2008 to more than four-fifths in 2014.

Forty-five of the 51 State WIC agencies (88 percent) also indicated that they engaged directly, at the State level, in breastfeeding promotion activities specifically targeted to WIC participants. Ninety-three percent (42 agencies) reported providing equipment, such as breast pumps to WIC participants, and 91 percent (41 agencies) reported providing training for WIC staff in breastfeeding promotion. Most agencies also conducted media and/or educational campaigns at the State level (38 agencies; 84 percent), sponsored training for staff to acquire lactation counseling certification (31 agencies; 69 percent) and made lactation consultants available to WIC participants (27 agencies; 60 percent). Less frequently reported activities included counseling for WIC participants other than *Loving Support*® peer counseling (17 agencies; 38 percent) or sponsoring classes or support groups for WIC participants (14 agencies; 31 percent).

There were few differences between 2014 and 2008 in State agencies' reported breastfeeding promotion activities that specifically targeted WIC participants, with two exceptions: a larger proportion of States in 2014 (60 percent; 27 of 45 States) than in 2008 (43 percent, 22 of 51 States) made lactation consultants available to WIC participants; and fewer States in 2014 (31 percent; 14 of 45 States) than in 2008 (39 percent; 20 of 51 States) indicated that they had Statewide initiatives to provide classes or support group meetings for WIC participants.

State Level Administration of the *Loving Support*® Peer Counseling Program

Oversight of the *Loving Support*® Peer Counseling Program was largely a shared responsibility for the State's breastfeeding promotion coordinator, the State's peer counseling coordinator (if the State had this position) and other State agency staff. Not surprisingly, responsibilities for *Loving Support*® Peer Counseling implementation typically rested with the breastfeeding promotion coordinator and/or the peer counseling coordinator, as opposed to other State level WIC staff, although these other staff did have significant involvement (Exhibit E.1). For instance, the staff most often involved in policy guidance for the peer counseling program were the State's breastfeeding promotion coordinator (40 States; 85 percent) or the peer counseling coordinator (38 States; 81 percent). In more than half of the State agencies (25; 53 percent), other State WIC employees also provided policy guidance. Responsibility at the State level for monitoring local implementation of *Loving Support*® Peer Counseling fell more heavily on the peer counseling coordinator. In 81 percent of the States (38), this staff person had some monitoring responsibilities, compared to 65 percent of State agencies (31) where breastfeeding promotion coordinators and 40 percent of State agencies (19) where other WIC staff had monitoring responsibilities. Responsibilities for training local staff on peer counseling fell

mostly on the peer counseling and breastfeeding promotion coordinators with less than one-quarter of State agencies (5; 23 percent) reporting that other WIC staff shared these duties.

Exhibit E.1: Roles of State-Level Staff in *Loving Support*® Peer Counseling, 2014 (N=47)

Role in <i>Loving Support</i> ® Peer Counseling Program	Percent Reporting That State-Level Staff Work on Particular Aspects of the Peer Counseling Program ^a							
	State-Designated Breastfeeding Promotion Coordinator		State-Designated Peer Counseling Coordinator		Other State WIC Employees		No State WIC Employee	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Provides policy guidance for <i>Loving Support</i> ® Peer Counseling	40	85%	38	81%	25	53%	1	2%
Monitors the implementation of <i>Loving Support</i> ® Peer Counseling at local sites	31	65%	38	81%	19	40%	1	2%
Provides training on <i>Loving Support</i> ® Peer Counseling for local agency staff	26	54%	35	74%	11	23%	5	11%
Other	5	11%	3	6%	7	15%	0	0%

Note: Results do not sum to 100 percent because multiple responses were permitted. This exhibit shows results for the 47 States with both a breastfeeding promotion coordinator and a peer counseling coordinator.

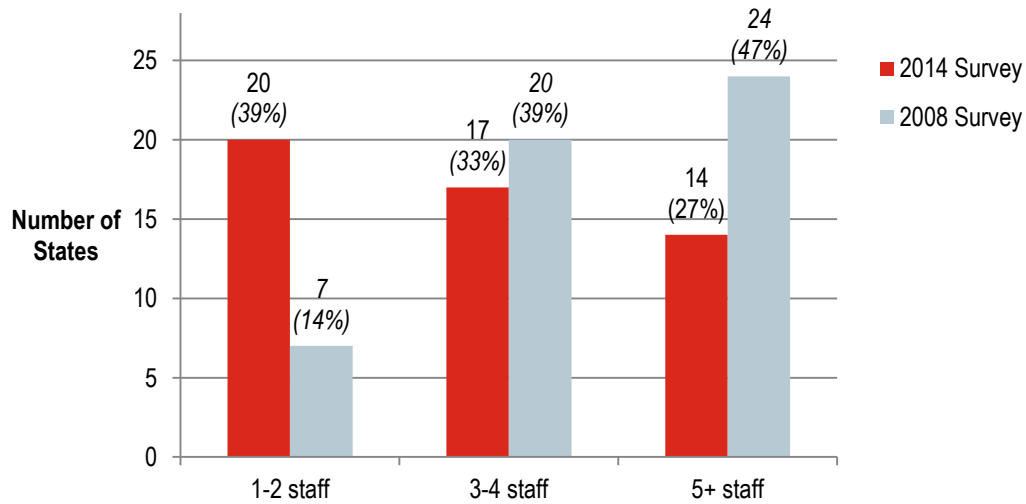
Source: Survey of State WIC Agencies, 2014, Module 2, Item 2.5.

Missing: None.

^a Four States have a designated breastfeeding promotion coordinator but not a separate peer counseling coordinator. All four of these States reported that the breastfeeding promotion coordinator works on policy guidance; in two of these States, other State WIC employees also contribute to policy guidance; in three States, the breastfeeding promotion coordinator and other State WIC employees contribute to monitoring implementation of, and providing training for the *Loving Support*® Peer Counseling Program at the local level.

In 2014, State agencies reported a wide range of numbers of State-level staff who administered the *Loving Support*® Peer Counseling Program. Twenty States (39 percent) reported two or fewer staff and 31 States (61 percent) reported three or more staff (Exhibit E.2). There was a statistically significant relationship between the number of State employees who were reported to work on the *Loving Support*® Peer Counseling Program and the number of pregnant WIC participants in the State ($p < .02$): States with higher populations of pregnant WIC participants tended to have more State-level staff working on administering the program. On average, in 2014 State agencies reported that six State level WIC employees worked on *Loving Support*® Peer Counseling for every 10,000 pregnant WIC participants. The trends across State agencies in 2014 differed from those in 2008. In contrast to 2008, when all but seven State agencies (44; 86 percent) had three or more State level employees working on the program, in 2014, 31 States (61 percent) had this number of employees working on the program.

Exhibit E.2: Distribution of the Number of State WIC employees Working on *Loving Support*® Peer Counseling, 2014 and 2008 (N=51)

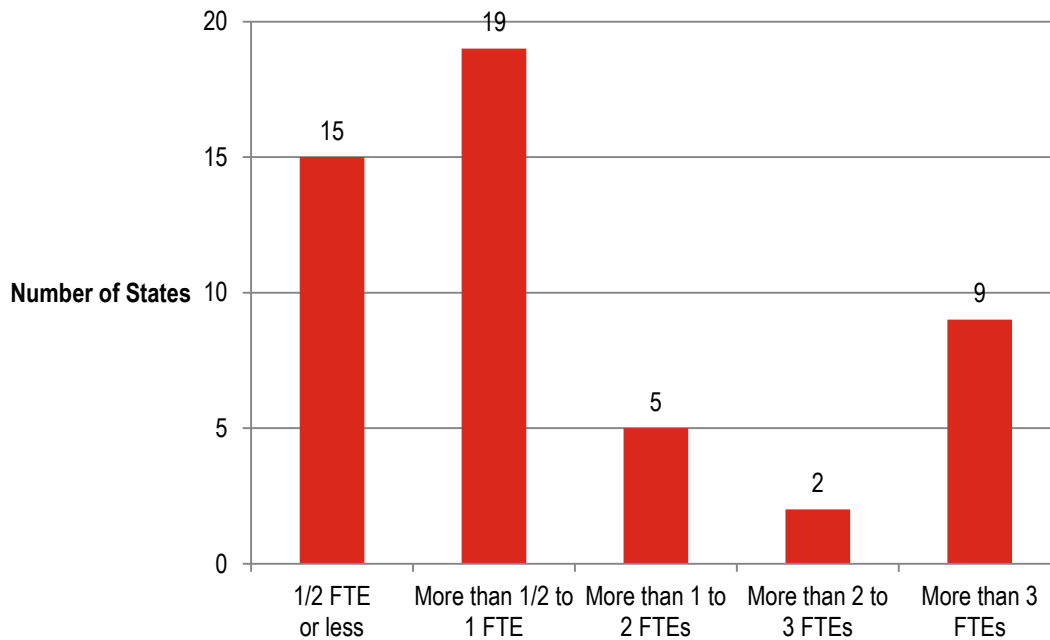


Sources: Survey of State WIC Agencies, 2014, Module 2, Items 2.1; and USDA (2010), Exhibit 2.4, page 17.

Missing: None.

Similarly, State agencies also reported wide variation in the number of total staff hours devoted to administering the *Loving Support*® Peer Counseling Program. Across four major aspects of program administration (policy guidance, program monitoring, training, and other implementation activities, which included general administration, technical assistance, financial reporting and data collection), the largest number of State agencies in 2014 (19; 38 percent) reported that they devote between one-half to one full-time equivalent (FTE) of staff time in support of the *Loving Support*® Peer Counseling Program (Exhibit E.3). Fifteen of the remaining agencies (30 percent) devoted less than one-half of an FTE to supporting the program.

Exhibit E.3: Distribution of States by the Number of Full-Time Equivalent State WIC Employees Working on *Loving Support*® Peer Counseling, 2014 (N=50)



Note: One Full-Time Equivalent (FTE) is defined as 160 person-hours per month.

Source: Survey of State WIC Agencies, 2014, Item 2.2 and post-survey follow-up communication.

Missing: 1 State.

Characteristics of LWAs Operating *Loving Support*® Peer Counseling programs

As part of the online survey, State agencies indicated in 2014 that a total of 1,216 LWAs were operating a *Loving Support*® Peer Counseling Program, representing more than two-thirds (69 percent) of LWAs offering WIC services in the 51 States. Compared to 2008, States had much more widely implemented the *Loving Support*® Peer Counseling Program in 2014. In 2008, nearly three quarters of State agencies (37; 73 percent) reported that half or fewer of their LWAs were operating a *Loving Support*® Peer Counseling program. In contrast, by 2014, nearly three-quarters of agencies (36; 71 percent) reported that three-quarters or more of their LWAs operated a *Loving Support*® Peer Counseling program.

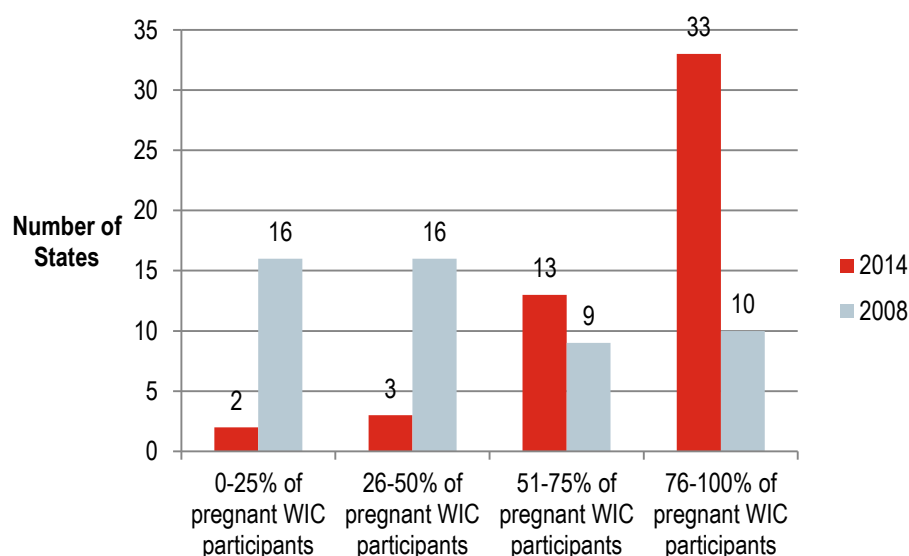
Using supplementary data from the WIC Program and Participants Characteristics (WIC PC) study series, the 2014 study further characterized the LWAs operating the *Loving Support*® Peer Counseling Program. Combining WIC PC 2012 data with survey results, across the 51 States, 87 percent of pregnant WIC participants received WIC services in LWAs operating a *Loving Support*® Peer Counseling program in 2014. In 33 States, more than three-quarters of pregnant WIC participants received WIC services in LWAs that had a *Loving Support*® Peer Counseling program (Exhibit E.4).

The study found that *Loving Support*® Peer Counseling programs were representative of WIC throughout the 51 States. The racial and ethnic background of women receiving WIC services in LWAs offering *Loving Support*® Peer Counseling mirrors that of women WIC participants overall, and with one exception, closely matches the racial and ethnic background of women receiving WIC

services in LWAs offering *Loving Support*® Peer Counseling in 2008: A slightly greater percentage of WIC participants in an LWA with the *Loving Support*® Peer Counseling program identified as Hispanic/Latina in 2008 (42 percent) than in 2014 (37 percent).

In 2014, large and medium LWAs accounted for the majority of *Loving Support*® Peer Counseling programs. Of LWAs with *Loving Support*® Peer Counseling programs, 40 percent were large and 36 percent were medium. Just under one-quarter (24 percent) of LWAs that had a *Loving Support*® Peer Counseling program were small. These trends differ from 2008 when just 14 percent of the LWAs with the *Loving Support*® Peer Counseling program were small and the remaining 86 percent either medium (34 percent) or large (52 percent).

Exhibit E.4 Distribution of States by the Percentage of Pregnant WIC Participants Receiving WIC Services in a Local WIC Agency Implementing a *Loving Support*® Peer Counseling Program, 2014 and 2008 (N=51)



Note: Four States (Alabama, Louisiana, New Mexico and Wyoming) did not specify on the survey the LWAs or local areas in which *Loving Support*® Peer Counseling Services were offered. Data needed for this exhibit were collected during follow-up telephone calls with State WIC agency officials. Arkansas reported no local entities in WIC PC 2008 or 2012, so its State agency was included as a single entity that operates the *Loving Support*® Peer Counseling Program.

Sources: Survey of State WIC Agencies, 2014, Module 3, Item 3.2; special tabulations using WIC PC 2012 Census Files; and USDA (2010), Exhibit 2.16, page 27.

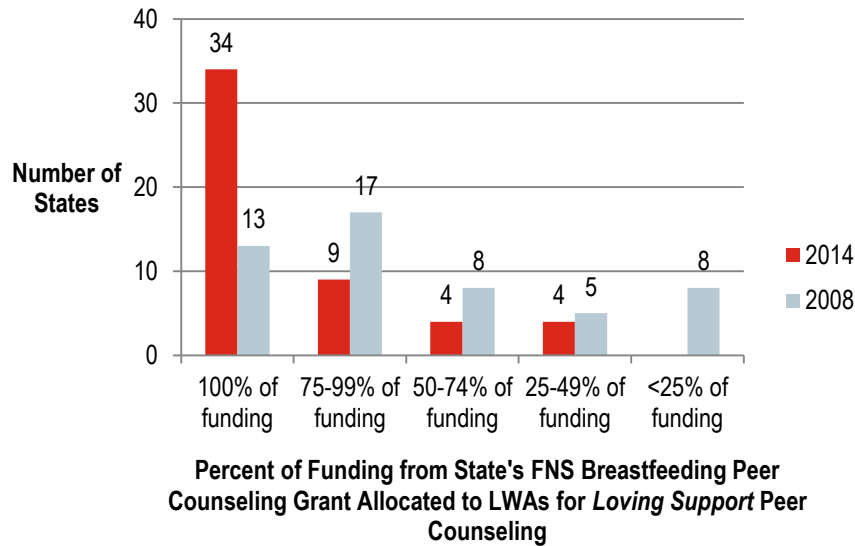
Missing: None.

State Decisions about Funding for the *Loving Support*® Peer Counseling Program

In 2014, the largest source of support for the *Loving Support*® Peer Counseling Program was the FNS breastfeeding peer counseling grant. Thirty-four State agencies reported that 100 percent of program funds that were provided directly to LWAs came from the FNS grant, and another nine agencies reported that between 75 and 99 percent of the funding came from the grant (Exhibit E.5). In contrast, in 2008, States relied much less heavily in 2008 than in 2014 on the FNS grant. In 2008, just 13 States estimated that their LWAs peer counseling programs were funded from their State's FNS breastfeeding peer counseling grant alone, and 21 States (41 percent) reported that less than 75

percent of the funding for their LWAs' *Loving Support*® Peer Counseling programs came from the FNS grant.

Exhibit E.5 Percentage of Funding Allocated by States to Local WIC Agencies for *Loving Support*® Peer Counseling from State's FNS Breastfeeding Peer Counseling Grant Funds, 2014 and 2008 (N=51)



Note: In 2014, States reported funding sources and amounts for each of their LWAs operating a *Loving Support*® Peer Counseling Program; in 2008, States estimated the percentage of LWAs with funding from the FNS grant, NSA funds, and other sources. Four States (Alabama, Louisiana, New Mexico and Wyoming) did not indicate on the 2014 survey the LWAs or local areas in which *Loving Support*® Peer Counseling services were offered nor the amount of funding for peer counseling provided to LWAs that offered these services; an additional two States (Delaware, South Dakota) indicated which LWAs offered these services but did not indicate the amount of funding for peer counseling provided to these LWAs. Follow-up telephone calls with State WIC agency officials revealed that these six States do not provide funding for peer counseling directly to LWAs but manage these funds at the State level and allocate peer counseling services according to requests from local clinics. Three States (Alabama, Louisiana, New Mexico) indicated that *Loving Support*® Peer Counseling services were available to WIC participants in all of their LWAs; one State (Wyoming) indicated during the call which LWAs made peer counseling services available. In all six States, the share of peer counseling funding for each LWA in which peer counseling services were available was imputed based on State officials' descriptions of the relative availability of peer counseling services in each LWA. Arkansas reported no local entities in WIC PC 2008 or 2012, so its State agency was included as a single entity that operates the *Loving Support*® Peer Counseling Program.

Sources: Survey of State WIC Agencies, 2014, Module 3, Item 3.2; and USDA (2010), Exhibit 2.12, page 24.

Missing: None.

State agencies can decide how to allocate their FNS breastfeeding peer counseling grant funding – either allocating funding broadly or focusing it on a small number of local agencies. States' reported strategies in 2014 differed from the strategies reported in 2008. Thirty-one States (61 percent) in 2014 reported that they chose to distribute their peer counseling funds as broadly as possible, whereas in 2008, the majority of States reported that they focused the FNS grant funds on a small number of sites (30 States; 50 percent) and less than one-third chose to distribute the funds to as many sites as possible (14 States; 27 percent) (Exhibit E.6).

Exhibit E.6 How State Agencies Chose to Allocate FNS Breastfeeding Peer Counseling Grant Funds, 2014 and 2008 (N=51)

Spending Method Chosen by State Agencies	2014		2008	
	Number	Percent	Number	Percent
We chose to distribute the grant funds to as many sites as possible rather than concentrating funding on relatively few sites.	31	61%	14	27%
We chose to use some <i>Loving Support</i> ® grant funds at the state level (e.g., for staff training, planning, etc.).	26	51%	28	55%
We chose to focus the grant funds on a small number of sites, rather than trying to make funding available to all sites.	18	35%	30	59%
We chose initially to focus the grant funds on sites that were beginning peer counseling programs.	16	31%	17	33%
We chose initially to focus the grant funds on sites that were enhancing existing peer counseling programs.	12	24%	12	24%
Other	1	2%	6	12%

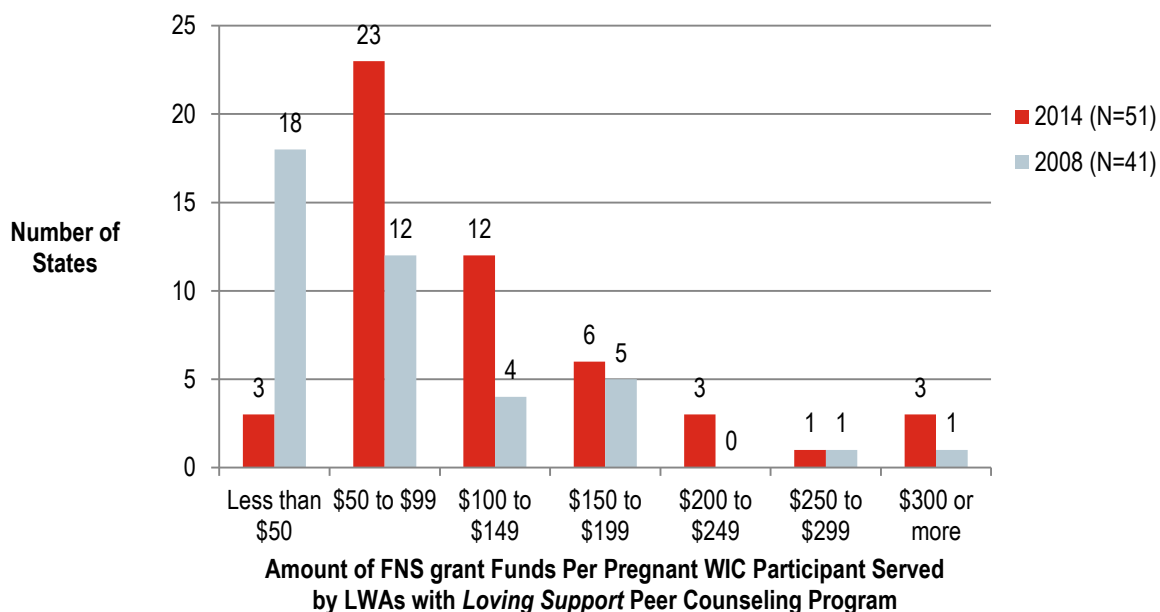
Note: Results do not sum to 100 percent because multiple responses were permitted.

Sources: Survey of State WIC Agencies, 2014, Module 1, Item 1.7; and USDA (2010), Exhibit 2.13, page 25.

Missing: None.

Although States do not consistently collect data from LWAs about the number of WIC participants in *Loving Support*® Peer Counseling programs, the study calculated a State-level estimate of the FNS breastfeeding peer counseling grant amount spent per pregnant WIC participant (as reported in WIC PC 2012) receiving WIC services at an LWA offering the program. In 2014, across the 51 States, the average amount of funds from the FNS grant for *Loving Support*® Peer Counseling was \$140 per pregnant WIC participant in local agencies operating the program. The amount ranged greatly from \$12 to \$765 per pregnant WIC participant. Most States spent between \$50 to \$99 per pregnant WIC participant (23 States; 45 percent) or \$100 to \$149 per pregnant WIC participant (12 States; 24 percent); just three States spent \$300 or more per pregnant WIC participant (Exhibit E.7). Compared to 2008, the level of funding from States' FNS grants per pregnant WIC participant served by an LWA with a *Loving Support*® Peer Counseling program increased by 65 percent: in 2008, the average spending across State agencies per pregnant WIC participant amount was \$85 compared to \$140 in 2014.

Exhibit E.7 Number of States by Average Amount of FNS Peer Counseling Grant Funds per Pregnant WIC Participant in LWAs Implementing *Loving Support*® Peer Counseling, 2014 and 2008



Note: Four States (Alabama, Louisiana, New Mexico and Wyoming) did not indicate on the 2014 survey the LWAs or local areas in which *Loving Support*® Peer Counseling services were offered nor the amount of funding for peer counseling provided to LWAs that offered these services; an additional two States (Delaware, South Dakota) indicated which LWAs offered these services but did not indicate the amount of funding for peer counseling provided to these LWAs. Follow-up telephone calls with State WIC agency officials revealed that these six States do not provide funding for peer counseling directly to LWAs but manage these funds at the State level and allocate peer counseling services according to requests from local clinics. Three States (Alabama, Louisiana, New Mexico) indicated that *Loving Support*® Peer Counseling services were available to WIC participants in all of their LWAs; one State (Wyoming) indicated during the call which LWAs made peer counseling services available. In all six States, the share of peer counseling funding for each LWA in which peer counseling services were available was imputed based on State officials' descriptions of the relative availability of peer counseling services in each LWA. Arkansas reported no local entities in WIC PC 2008 or 2012, so its State agency was included as a single entity that operates the *Loving Support*® Peer Counseling Program.

Sources: Survey of State WIC Agencies, 2014, Module 3, Item 3.2.; special tabulations using WIC PC 2008 and 2012 Census Files; and calculations based on data used to create USDA (2010), Exhibit 2.17, page 27.

Missing: 2014: None. 2008: 10 States.

State Guidance and Support for Local WIC Agencies' Implementation of *Loving Support*® Peer Counseling Programs

In 2014, State agencies provided extensive guidance to LWAs about how they should implement *Loving Support*® Peer Counseling programs, and the areas in which States indicated providing guidance were largely in keeping with FNS model for *Loving Support*® Peer Counseling program implementation. Ninety percent or more of the 51 State agencies (46 States) surveyed in 2014 provided written guidance to LWAs about (1) the roles and responsibilities of local peer counseling coordinators; (2) the qualifications and appropriate job activities of peer counselors; (3) the types and amount of initial training for peer counselors; (4) ongoing support and supervision that peer counselors receive; (5) the types of contacts between peer counselors and WIC participants; (6) the

timing of peer counselors' first contact with pregnant WIC participants or those who had recently given birth; and (7) the documentation of peer counselors' interactions with these WIC participants.

Over half (55 percent; 28) of the State agencies gave guidance about peer counselors' wages, benefits or career paths, and more than two-thirds (69 percent, 35 State agencies) gave LWAs guidance about establishing community partnerships to support their peer counseling programs. Fewer than half provided guidance about peer counselors' caseloads (35 percent, 18 State agencies) or the maximum duration WIC participants could receive peer counseling services (33 percent, 17 State agencies).

The guidance that States issued in 2014 was largely similar overall to that in 2008, with a few notable differences. A greater number of States in 2014 than in 2008 emphasized the importance of IBCLC or other lactation management training or certification for peer counseling coordinators. More States in 2014 than in 2008 recommended that LWAs hire peer counselors who were similar to program participants in terms of ethnicity, languages spoken, and having been a WIC participant.

State Guidance on Services Provided by *Loving Support*® Peer Counselors

In addition to providing guidance to LWAs on the implementation of specific components of the *Loving Support*® Peer Counseling programs, the majority of State agencies (88 percent or more; 45 or more) also gave guidance to LWAs on the timing, frequency and content of contacts between WIC participants and *Loving Support*® peer counselors. Over 90 percent of State agencies (46) recommended or required that peer counselors first contact a program participant during her pregnancy. Just 19 of these States (41 percent) specified a particular trimester when this first contact should occur; fifteen of the 19 (79 percent) indicated the first trimester. Forty-four of the 51 State agencies (86 percent) had specific guidelines for the appropriate timing of peer counselors' first contact with a WIC participant after she had delivered. Of these, 30 agencies (68 percent) recommended or required that peer counselors make this first post-partum contact within one week after delivery.

Both in 2014 and 2008, nearly all State agencies recommended or required that peer counselors first contact program participants during pregnancy, and of those that specified a particular trimester, most indicated the first trimester. Similarly, more than 85 percent of State agencies in both 2014 and 2008 issued guidelines for first peer counseling contact after delivery, and the majority of these States recommended that peer counselors first contact program participants within their first week at home.

As with timing and frequency of contacts between WIC participants and *Loving Support*® peer counselors, almost all State WIC agencies gave guidance related to the mode and setting of these contacts in both 2014 and 2008 (48 State agencies, 94 percent). In 2014, about one-half of the State WIC agencies reported that they maintained data about the modes and settings of *Loving Support*® Peer Counseling contacts. Among these agencies, three-quarters of peer counseling contacts were made by phone and about one-third were made in person and primarily in a WIC clinic. Although comparable data from State agencies are not available for 2008, data from site visits to a nationally-representative sample of LWAs suggest that peer counselors relied to a similar extent as in 2014 on telephone and in-person contacts, the latter occurring primarily at local WIC offices.

Overall, the areas in which State agencies provided guidance to LWAs regarding the services provided as part of their *Loving Support*® Peer Counseling programs were similar in 2014 and 2008. Where differences emerged, the data suggest a trend among States to provide less guidance in 2014,

when both LWAs and States had accumulated greater experience implementing *Loving Support*® Peer Counseling, than in 2008 when the program was relatively newer.

Data Collected by State Agencies on *Loving Support*® Peer Counseling Program Implementation

Almost 90 percent of State agencies reported in 2014 that they collect information to monitor LWAs' *Loving Support*® Peer Counseling program capacity, peer counseling services delivered, and the characteristics of WIC participants receiving these services. Among State agencies that collected information from LWAs on program capacity, about 90 percent collected information on the number of *Loving Support*® peer counselors and about three-fourths on the number of *Loving Support*® Peer Counseling contacts that occurred agency-wide. In terms of services delivered, no more than half of the State agencies reported collecting data on specific aspects of service delivery such as the modes, timing and frequency of peer counseling contacts, and the duration of peer counseling services. Over half of State agencies collected information on participants' breastfeeding status (i.e., fully or partially breastfeeding), and between 40 and 50 percent reported collecting demographic information about the participant and the nature of the food packages she and her infant receive.

1. Overview of the Study

1.1 Introduction

In 2006, the Food and Nutrition Service (FNS) of the U.S. Department of Agriculture (USDA) awarded a contract to Abt Associates Inc. to study the *Loving Support*® Peer Counseling Program, an initiative designed to improve breastfeeding outcomes of participants of the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) Program and to increase community support for WIC participants who breastfeed.

The *Loving Support*® Peer Counseling Program began in 2004. To implement the program, FNS required State agencies to adhere to general principles of the *Loving Support*® Peer Counseling model. These principles were designed to ensure a common peer counseling program while allowing State agencies to tailor *Loving Support*® Peer Counseling to the many ways in which the WIC program is implemented locally and to address particular needs of WIC participants in their local communities. In 2010, the WIC Peer Counseling Study issued an implementation report describing how the *Loving Support*® Peer Counseling Program was implemented in its early years.¹ This report was the first comprehensive, detailed account of the *Loving Support*® Peer Counseling Program reflecting the policies and practices in 2008.

FNS has determined that an update on the implementation report would be useful to the policy and practice field for several reasons. First, the enactment of the FY2010 Agricultural Appropriation dramatically increased funding that could be available for *Loving Support*® Peer Counseling Program.² Second, FNS made changes in the WIC food packages, in part to promote breastfeeding among WIC participants. Finally, FNS launched an updated training curricula in FY 2011, “*Loving Support*® Through Peer Counseling: A Journey Together,” that reflects new science, learning innovations and program guidance since the curricula were initially developed in 2004. Given these more recent developments, FNS determined that an implementation study reflecting a more recent time frame would be helpful.

To update the field’s understanding of how States implement the *Loving Support*® Peer Counseling Program, FNS commissioned a new round of data collection from State WIC agencies. In the spring of 2014, a web-based survey was administered to the 50 State WIC agencies and the District of Columbia to gather information about how State agencies used the *Loving Support*® Peer Counseling funding and supported the implementation of the program. This report summarizes the findings of this *Survey of State WIC Agencies, 2014* (a copy of the 2014 survey is included in Appendix A).

Exhibit 1.1 lists the research questions that guided the study. First, State agencies reported on activities, other than the *Loving Support*® Peer Counseling Program, at the State level intended to

¹ U.S. Department of Agriculture, Food and Nutrition Service, Office of Research and Analysis, WIC Breastfeeding Peer Counseling Study, Final Implementation Report, WIC-10-BPC, by Ann Collins, Catherine Dun Rappaport, and Nancy Burstein. Project Officer: Tracy K. Palmer, MPH. Alexandria, VA: June 2010; hereafter, USDA (2010).

² Agriculture, Rural Development, Food and Drug Administration, and Related Agencies Appropriations Act, 2010. Public Law 111-80, 111th Congress.

support breastfeeding more generally and for WIC participants specifically. State agencies then described State-level staff involved in *Loving Support*® Peer Counseling Program implementation. State agencies then provided information on what guidance they give on virtually every aspect of the *Loving Support*® Peer Counseling Program, followed by specific information about which local WIC agencies (LWAs) implement the *Loving Support*® Peer Counseling program. Finally, the State agencies reported on ways in which they monitor local implementation of the program.

Exhibit 1.1 Research Questions for the Survey of State WIC Agencies, 2014

Number	Research Question
RQ 1	What are the breastfeeding promotion services (besides the <i>Loving Support</i> ® Peer Counseling Program) in which State agencies engage?
RQ 2	What level and types of staff are involved in the <i>Loving Support</i> ® Peer Counseling Program at the State level? What breastfeeding promotion training is offered by State agencies?
RQ 3	How do State agencies allocate funding for the <i>Loving Support</i> ® Peer Counseling Program? What are the characteristics of local agencies that implement the program?
RQ 4	What guidance do State agencies give regarding <i>Loving Support</i> ® peer counselors' recruitment, training, caseload and supervision?
RQ 5	What guidance do State agencies give regarding the services provided by local agencies implementing the <i>Loving Support</i> ® Peer Counseling Program?
RQ 6	What types of data (and in what form) do States collect from local WIC agencies about the operation of the <i>Loving Support</i> ® Peer Counseling Program?

The remaining section of this chapter provides a brief background of the *Loving Support*® Peer Counseling Program.

1.2 Background

The Food and Nutrition Service (FNS), established in 1969, oversees and administers the nutrition assistance programs for the United States Department of Agriculture. One of FNS's major programs is the Special Supplemental Nutrition Program for Women, Infants and Children (WIC). Established as a pilot program in 1972, WIC provides Federal grants to States for supplemental foods, health care referrals, and nutrition education for low-income pregnant, breastfeeding, and non-breastfeeding postpartum women, and to infants and children up to age five who are found to be at nutritional risk. The WIC foods are intended to supplement a participant's nutrient intake and should be consumed along with other wholesome foods needed for a balanced diet.

Although WIC is not an entitlement program, the program is funded sufficiently to serve all eligible women and children requesting services. WIC provides program benefits to approximately 53 percent of the infants in the United States.³ More than nine million participants are served by WIC each month through vouchers (or electronic benefit transfer (EBT) cards) that participants use at authorized

³ <http://www.fns.usda.gov/wic/about-wic-wic-glance> (last updated November 19, 2013); www.fns.usda.gov/wic/wic-fact-sheet.pdf; and www.fns.usda.gov/WIC/aboutwic/wicataglance.htm (accessed September 8, 2014)

food stores to purchase foods designed to supplement their diets.⁴ WIC designates certain foods that WIC participants can purchase using these vouchers or EBT cards. These foods include iron-fortified infant formula and infant cereal, iron-fortified adult cereal, vitamin C-rich fruit or vegetable juice, eggs, milk, cheese, peanut butter, dried or canned beans/peas, canned fish, baby food fruits and vegetables, whole wheat bread and other whole-grain options, tofu and soy-based beverages.⁵

FNS administers the WIC Program through grants to State health departments or comparable State agencies.⁶ These State-level WIC agencies award subgrants to local agencies to screen applicants for eligibility for WIC benefits and to deliver WIC benefits and services. Local agencies include public or private health agencies, human service agencies, and similar organizations. These local agencies operate clinic sites at county health departments, hospitals, mobile clinics (vans), community centers, schools, and public housing sites. In some cases, the WIC Program is administered completely at the State level and delivered in the State's local offices, such as regional public health clinics.

A major goal of the WIC program is to improve the nutritional status of infants, and therefore WIC has historically promoted breastfeeding to all pregnant women unless medically contraindicated.⁷ WIC mothers who choose to breastfeed may receive a WIC food package for a longer period than mothers who do not breastfeed and, if they breastfeed exclusively, they receive more WIC foods than mothers who do not exclusively breastfeed. They are provided with breastfeeding promotion and support information, educational materials, advice, counseling, and may also receive breastfeeding aids such as breast pumps.

Several Federal regulations are in place to ensure that WIC's breastfeeding promotion activities are as strong as possible. First, the regulations require that State and local WIC agencies have a designated breastfeeding promotion coordinator. Second, State agencies must provide training on the promotion and management of breastfeeding to staff at local agencies, who, in turn, provide information and assistance on breastfeeding to WIC participants. States are to identify or develop resources and educational materials for use in local agencies, including breastfeeding promotion and instruction materials. In addition, they must ensure that LWAs: (1) have policies that provide a positive clinic environment that endorses breastfeeding as the preferred method of infant feeding; (2) ensure new WIC staff are trained appropriately on breastfeeding promotion and support; and (3) have a plan in place to provide both pregnant and post-partum WIC participants access to breastfeeding promotion and support activities. In addition, regulations state that "all pregnant participants shall be encouraged to breastfeed unless contraindicated for health reasons."⁸

The USDA national breastfeeding promotion campaign, *Loving Support© Makes Breastfeeding Work*, which began in 1997, and is implemented at the State and local level, has the following goals:

⁴ www.fns.usda.gov/wic/frequently-asked-questions-about-wic (accessed September 8, 2014)

⁵ www.fns.usda.gov/sites/default/files/WIC-Fact-Sheet.pdf (accessed September 8, 2014)

⁶ In addition, FNS provides grants for the WIC program to U.S. territories and to Indian Tribal Governments or Intertribal Councils or groups recognized by the Bureau of Indian Affairs. These State-level agencies were not included in the Survey of State WIC Agencies, 2014.

⁷ <http://www.fns.usda.gov/wic/breastfeeding-promotion-and-support-wic> (accessed September 8, 2014)

⁸ 7 Code of Federal Regulations 246.11

(1) encourage WIC participants to initiate and continue breastfeeding; (2) increase referrals to WIC for breastfeeding support; (3) increase general public acceptance and support of breastfeeding; and (4) provide technical assistance to WIC State and local agency professionals in the promotion of breastfeeding.⁹

In 2004, under the auspices of the *Loving Support*© Program, FNS launched a national peer counseling initiative for WIC: *Using Loving Support*© to Implement Best Practices in Peer Counseling. The model provided a framework for State agencies and LWAs either to develop new or to enhance existing peer counseling programs and specified adequate program support from State and local management for peer counselors (Exhibit 1.2). In 2011, the program's training curricula for WIC managers and peer counselors were updated. The updated curriculum, "*Loving Support*© Through Peer Counseling: A Journey Together," incorporated the latest scientific research on breastfeeding management and best practices from successful peer counseling programs in WIC.¹⁰ The training platform is more interactive than the previous version and makes greater use of audio, video and pictures to lessen reliance on text-heavy PowerPoint slides.

FNS breastfeeding peer counseling grants are provided to State agencies administering the WIC Program based on an FNS-approved plan and the number of pregnant and breastfeeding women participating in the WIC program. To receive the funds, each participating State must implement a peer counseling program based on the *Loving Support*© Peer Counseling model developed by FNS (Exhibit 1.2). State WIC agencies accepting peer counseling funds also must adhere to certain reporting requirements.

The guidelines for implementing *Loving Support*© Peer Counseling allow States and LWAs some flexibility in determining how to implement the program so that it meets unique local needs. For instance, the model specifies that peer counselors be available to WIC clients outside of clinic hours and outside the clinic environment but does not provide guidance about the percentage of time peer counselors are to be available under those circumstances. Similarly, the model requires that there be defined job parameters and job descriptions for peer counselors, and FNS provides guidance on parameters and sample job descriptions in the *Loving Support*© management training, but leaves it up to State agencies to determine the specific parameters or descriptions.

In addition, States can determine how to distribute funding from the FNS grant. The 2010 implementation report found that States employed a variety of strategies. State agencies can concentrate the *Loving Support*© Peer Counseling funding in a small proportion of the LWAs in the State, while others may choose to distribute it evenly throughout the LWAs in their States. These decisions affect the amount of peer counseling resources available to WIC women in participating LWAs with some LWAs having relatively higher levels of *Loving Support*© Peer Counseling funding than other agencies.

⁹ <http://www.fns.usda.gov/wic/breastfeeding-promotion-and-support-wic>

¹⁰ http://www.nal.usda.gov/wicworks/Learning_Center/PC/TrainingFacilitatorGuide.pdf, accessed September 8, 2014.

Exhibit 1.2 Components of the *Loving Support*® Peer Counseling Program Model

Adequate Support from State and Local Management
Appropriate definition of a peer counselor: <ul style="list-style-type: none"> • Paraprofessional: “Those without extended professional training in health, nutrition, or the clinical management of breastfeeding who are selected from the group to be served and are trained and given ongoing supervision to provide a basic service or function. Paraprofessionals provide specific tasks within a defined scope of practice. They assist professionals, but are not licensed or credentialed as healthcare, nutrition, or lactation consultant professionals.” • Recruited and hired from target population • Available to WIC clients outside usual clinic hours and outside the WIC clinic environment
Designated breastfeeding peer counseling program managers and/or coordinators at State and/or local level
Defined job parameters and job descriptions for peer counselors
Adequate compensation and reimbursement of peer counselors
Training of appropriate WIC State/local peer counseling management and clinic staff, including use of training curricula and PowerPoint® presentations: <ul style="list-style-type: none"> • <i>Loving Support</i>® Through Peer Counseling: A Journey Together–For WIC Managers and • <i>Loving Support</i>® Through Peer Counseling: A Journey Together–For Peer Counselors
Establishment of standardized breastfeeding peer counseling program policies and procedures at the State and local level as part of Agency nutrition education plan
Adequate supervision and monitoring of peer counselors
Establishment of community partnerships to enhance the effectiveness of a WIC peer counseling program
Adequate Program Support of Peer Counselors
Adequate training and continuing education of peer counselors (including use of “ <i>Loving Support</i> ® through Peer Counseling: A Journey Together – For Peer Counselors” training curriculum)
Timely access to breastfeeding coordinators and other lactation experts for assistance with problems outside of peer counselor scope of practice
Regular, systematic contact with supervisor
Participation in clinic staff meetings and breastfeeding in-service trainings as part of the WIC team
Opportunities to meet regularly with other peer counselors

Source: http://www.nal.usda.gov/wicworks/Learning_Center/FNS_model.pdf.

1.3 Data Sources

The main objective of this report on the *Survey of State WIC Agencies, 2014* is to describe how *Loving Support*® Peer Counseling is currently implemented in States and local agencies that received peer counseling funds and, where appropriate, to draw comparisons with the peer counseling program’s implementation in 2008. As in 2008, the State WIC agencies in the 50 United States and the District of Columbia (hereafter, “the 51 States”) were invited to participate in the web-based survey, fielded between April and June 2014. The survey consisted of five distinct modules, each addressing a topic or group of similar topics, that could be completed by a designated employee within the agency at the discretion of the agency director. A sixth certification module allowed the agency director (or designee) to review the accuracy and completeness of responses. After reviewing the survey data, the study team gathered additional information during follow-up calls and emails to selected State WIC agencies to provide a better understanding of some individual survey responses.

Supplementary data for this report is taken from the WIC Participant and Program Characteristics (WIC PC) study series: WIC PC compiles characteristics of a virtually complete census of WIC participants in April of even-numbered years. The present study used data from the census file for WIC PC 2012 to characterize the LWAs that are receiving *Loving Support*® Peer Counseling funds.¹¹

Accordingly, the survey and WIC PC 2012 together provide information about the following aspects of State implementation of the *Loving Support*® Peer Counseling Program:

- State-level breastfeeding promotion activities and allocation of funding (including, but not limited to *Loving Support*® Peer Counseling);
- State-level staff involved in *Loving Support*® Peer Counseling;
- Guidance for local agencies' implementation of *Loving Support*® Peer Counseling programs;
- Expenditures for *Loving Support*® Peer Counseling;
- Characteristics of local agencies implementing *Loving Support*® Peer Counseling; and
- State data collection and monitoring of local *Loving Support*® Peer Counseling programs and practices.

One of the objectives of this follow-up implementation report was to describe how State guidance and funding for the *Loving Support*® Peer Counseling Program differed from the guidance and funding that States reported in 2008 when implementation data were first collected. Therefore, where appropriate, the current report refers to findings reported in the WIC Breastfeeding Peer Counseling Study, Final Implementation Report (USDA, 2010).¹² Because the survey items fielded in 2008 and 2014 were not identical, direct comparisons were not always possible.

1.4 Analysis Methods

Data from the web-based survey were summarized across the 51 States that responded to the survey (a response rate of 100 percent). These data were used to produce descriptive statistics. Missing data for individual survey items were excluded from analyses and listed in exhibit notes. However, when data were missing for a particular State agency across several consecutive items, the study team contacted the respondent by telephone or email to obtain the missing data and/or clarify why the agency had difficulty answering the items. No survey item had an item response rate of less than 70 percent.

¹¹ Johnson, B., Thorn, B., McGill, B., Suchman, A., Mendelson, M., Patlan, K.L., Freeman, B., Gotlieb, R., & Connor, P. (2013). WIC Participant and Program Characteristics 2012. Prepared by Insight Policy Research under Contract No. AG-3198-C-11-0010. Alexandria, VA: U.S. Department of Agriculture, Food and Nutrition Service.

¹² U.S. Department of Agriculture, Food and Nutrition Service, Office of Research and Analysis, WIC Breastfeeding Peer Counseling Study, Final Implementation Report, WIC-10-BPC, by Ann Collins, Catherine Dun Rappaport, and Nancy Burstein. Project Officer: Tracy K. Palmer, MPH. Alexandria, VA: June 2010.

Throughout the report, percentages are reported based on the number of non-missing responses to a survey item. Because the survey included the census of 51 State WIC agencies no tests of statistical significance were conducted; rather, findings reported reflect the true population parameters for these 51 State agencies.¹³ However, it is important to note that findings for the 51 State WIC agencies are not generalizable to WIC agencies in Indian Tribal Organizations or U.S. Territories.

As part of the survey, State agency staff were asked to identify which LWAs in their States were implementing *Loving Support*® Peer Counseling Program and the per-LWA amount of funding resources used for the program in the past year. Information about LWAs reported to be operating *Loving Support*® Peer Counseling programs was merged with census data from WIC PC 2012. These data were used to describe the characteristics of the LWAs operating *Loving Support*® Peer Counseling Programs and make comparisons with all LWAs.¹⁴

1.5 Limitations

Findings reported here must be interpreted with the following limitations in mind. As noted above, the findings reported here are for the population of 51 State WIC agencies. They therefore cannot be generalized to WIC agencies in Indian Tribal Organizations or U.S. Territories (ITOTs).¹⁵ In addition, the report describes State policy and guidance but local agency practices may differ.

When direct comparisons were possible and meaningful differences occurred, each chapter includes relevant comparisons of findings from the Survey of State WIC agencies, 2014, to findings from the first implementation report (USDA, 2010). Note that direct comparisons were not always possible, and where comparisons are noted, they should be treated with some caution, as the 2014 survey was not identical to the 2008 survey (for the latter survey, see USDA 2010, Appendix A).

As in 2010, the current report uses the most recent WIC PC data that were available. For the 2010 report, data from WIC PC 2008 were used; this report relies on WIC PC 2012. Unlike in 2008, the most recent WIC PC data for 2014 were not available when the report was written; consequently, the study had to rely on WIC PC data from 2012. The characteristics of WIC population served by the LWAs operating the *Loving Support*® Peer Counseling program may have shifted slightly between 2012 and 2014.¹⁶

¹³ Statistical tests of significance are conducted only when a sample of a larger population is selected to represent a larger population in order to indicate the likelihood that the results reported for a particular sample would be the same if another sample were selected from the same population. For findings in this report, sampling was not used; rather, the survey was administered to the entire population of all 51 State WIC agencies.

¹⁴ Six State agencies did not assign peer counseling grant funds to LWAs but rather, managed these funds at the State level. For these States, the study team imputed the approximate share of FNS breastfeeding peer counseling grant expenditures used for local sites based on telephone calls with State agency officials.

¹⁵ In the 2010 report, findings from ITOTs were included.

¹⁶ Note that Arkansas identifies the State WIC agency itself as the sole “local WIC agency” in WIC PC 2012 and in WIC PC 2008. In analyses reported in Chapter 4, the State agency was treated as a single “local” WIC agency (consistent with similar analyses reported in USDA, 2010).

A final limitation concerns the reporting period for the Survey of State WIC agencies, 2014. Four survey items either: did not specify a particular reporting period; referred to Federal fiscal year 2013; or referred to “the past 12 months.” Because the survey was fielded from April through June, 2014, State agencies may have construed the past 12 months to include portions of fiscal years 2013 (e.g., from April, 2013 to September 30, 2013) and 2014 (October 1, 2013 to April, 2014).

The remainder of the report is organized as follows:

- Chapter 2: Role of State WIC Agencies in Breastfeeding Promotion
- Chapter 3: State-level Staff Involved in the *Loving Support*® Peer Counseling Program
- Chapter 4: Local WIC agencies Operating *Loving Support*® Peer Counseling and State Agencies’ Allocation of Resources
- Chapter 5: State Guidance and Support for *Loving Support*® Peer Counseling Program Implementation
- Chapter 6: State Guidance on Services Provided by *Loving Support*® Peer Counselors
- Chapter 7: Data Collected by State Agencies on *Loving Support*® Peer Counseling Program Implementation
- Chapter 8: Summary and Conclusions

2. Role of State WIC Agencies in Breastfeeding Promotion

Many State WIC agencies traditionally participate directly in a range of substantial, Statewide breastfeeding promotion activities, including campaigns, programs and services in their States. Along with these broader efforts, State agencies are also involved in a range of breastfeeding promotion activities that specifically target WIC participants, in addition to supporting local *Loving Support*® Peer Counseling programs. To address Research Question 1, State agencies provided information about the many activities in which they had been involved. This chapter begins with a general description of breastfeeding promotion activities reported by State WIC agencies, followed by a description of breastfeeding promotion efforts—other than the *Loving Support*® Peer Counseling Program—that were specifically targeted to WIC participants.

Research Question 1: What are the breastfeeding promotion services (besides the *Loving Support* Peer Counseling Program) in which State agencies engage?

2.1 Broad Scale State-Level Breastfeeding Promotion Initiatives

State WIC agencies reported the presence of major, Statewide breastfeeding initiatives in 2014 that targeted the general population (see Exhibit 2.1). Most States (43; 84 percent) engaged in efforts to reform hospital practices to promote and support breastfeeding. Nearly two-thirds of States (32; 63 percent) reported initiatives to train health care professionals to support breastfeeding.

Exhibit 2.1 Major Breastfeeding Promotion Initiatives in States, 2014 and 2008

Initiative Description	2014 (N=51)		2008 (N=48)	
	Number	Percent	Number	Percent
Efforts to change hospital policies to limit the distribution of formula and make them more “Baby Friendly”	43	84%	26	54%
Major training initiatives for health professionals to support breastfeeding	32	63%	30	63%
Major public education campaigns, sponsored by either public or private funding	9	18%	18	38%
Other initiatives ^a	19	37%	24	50%
None of the above	1	2%	NA	NA

Note: Results do not sum to 100 percent because multiple responses were permitted.

Sources: Survey of State WIC Agencies, 2014, Module 1, Item 1.8; and USDA (2010), Exhibit 2.3, page 16.

Missing: 2014: None. 2008: 3 States.

^a See Exhibit 2.2 for additional detail on other initiatives.

Nineteen of the 51 State agencies (37 percent) that reported Statewide activities in 2014 also indicated that they engaged in additional breastfeeding promotion activities that went beyond changing hospital policies, training initiatives, and educational campaigns. Among these 19 States, 42 percent (8 agencies) indicated the existence of workplace and child care initiatives to support breastfeeding, 26 percent (5 agencies) described statewide coalitions or interagency groups that support breastfeeding and another 26 percent (5 agencies) reported initiatives to change State policies to increase support

STATE AGENCIES' ROLE IN BREASTFEEDING PROMOTION

for breastfeeding women (Exhibit 2.2). Ten of these 19 States reported a range of other initiatives, including, for example, support groups for new mothers, support for incarcerated mothers, a breastfeeding hotline, and breastfeeding promotion activities funded by the Centers for Disease Control and Prevention (CDC).¹⁷

Exhibit 2.2 Other Breastfeeding Promotion Initiatives Reported by State WIC agencies, 2014 and 2008

Other Breastfeeding Promotion Initiatives	2014 (N=19) ^a		2008 (N=24) ^a	
	Number	Percent	Number	Percent
Workplace/Employer and/or child care initiatives	8	42%	6	25%
Policy changes to support breastfeeding/Legislative initiatives	5	26%	6	25%
Statewide breastfeeding coalitions or inter-agency groups	5	26%	4	16%
Other responses (uncategorized)	10	53%	5	21%

Note: Results do not sum to 100 percent because multiple responses were permitted.

Sources: Survey of State WIC Agencies, 2014, Module 1, Item 1.8 “Other” responses; and USDA (2010), Exhibit 2.3, page 16.

Missing: 2014: None. 2008: 3 States.

^a Percentages shown are based on the number of State agencies marked “Other, specify” in Item 1.8. Exhibit shows results of coding State descriptions of these other initiatives.

The proportion of States reporting these types of Statewide breastfeeding initiatives in 2014 was largely unchanged since 2008 when a similar survey was fielded, with the exception of efforts to make hospitals more breastfeeding friendly. In 2008, just 54 percent of States (26 of the 48 States that responded) reported efforts to make hospitals breastfeeding friendly. In contrast, in 2014, 84 percent (43 States) reported such efforts. However, a greater number of State agencies in 2008 (18; 38 percent) than in 2014 reported major Statewide public education campaigns to promote breastfeeding (9 States; 18 percent).¹⁸ In 2008, a smaller percentage of States than in 2014 mentioned employer initiatives, Statewide breastfeeding coalitions or other activities when listing other types of breastfeeding promotion initiatives in their State.

2.2 State-Level Breastfeeding Promotion Activities for WIC Participants

Forty-five of the 51 State WIC agencies (88 percent) surveyed in 2014 indicated that they engaged directly, at the State level, in breastfeeding promotion activities, campaigns, or services for WIC participants (as opposed to these activities occurring also or only at the local level).¹⁹ Of these agencies, 93 percent (42 agencies) reported providing equipment, such as breast pumps, and 91 percent (41 agencies) reported providing training for WIC staff in breastfeeding promotion (Exhibit 2.3; see Appendix B, Exhibits B.1a and B.1b for results for each State agency). Most agencies also

¹⁷ For information on these CDC grants, see <http://www.cdc.gov/chronicdisease/about/statepubhealthactions-prevCD.htm>

¹⁸ *Source:* USDA (2010), Exhibit 2.3, page 16.

¹⁹ *Source:* Survey of State WIC Agencies, 2014, Module 1, Item 1.1.

STATE AGENCIES' ROLE IN BREASTFEEDING PROMOTION

conducted media and/or educational campaigns at the State level (38 agencies; 84 percent), sponsored training for staff to acquire lactation counseling certification (31 agencies; 69 percent) and made lactation consultants available to WIC participants (27 agencies; 60 percent). Among the 12 States that marked “other activities,” three did not specify what these were, and five of the nine who specified another activity described participating in their State’s breastfeeding coalition.

Exhibit 2.3 State-Level Breastfeeding Promotion Activities for WIC Participants in Addition to the *Loving Support*® Peer Counseling Program, 2014 (N=45)

Breastfeeding Promotion Activities or Resources	State Agencies that Undertook the Activity or Provided the Resource	
	Number	Percent
Providing equipment (e.g., breast pumps) to WIC participants	42	93%
Breastfeeding promotion training to WIC staff	41	91%
Media campaigns and educational materials (e.g., television ads, posters, brochures)	38	84%
Sponsor certified lactation counselor training (or similar certification training)	31	69%
Making lactation consultants available to WIC participants	27	60%
Peer counseling or other counseling by clinic staff for WIC participants that is different than <i>Loving Support</i> ® peer counseling	17	38%
Classes or support group meetings for WIC participants	14	31%
Warmline or hotline ^a	7	16%
Other breastfeeding promotion activities, programs, or campaigns undertaken at the State level	12	27%

Note: Results do not sum to 100 percent because multiple responses were permitted.

Source: Survey of State WIC Agencies, 2014, Module 1, Item 1.2

Missing: None.

^a A warmline operates similarly to a hotline, except that it is not always staffed. Callers may need to leave messages, which are responded to as promptly as possible.

Just as there were few differences between 2014 and 2008 in the reported Statewide breastfeeding initiatives, breastfeeding promotion activities that specifically targeted WIC participants were largely unchanged, with two exceptions. First, a larger proportion of States in 2014 (60 percent; 27 of 45 States) than in 2008 (43 percent, 22 of 51 States) made lactation consultants available to WIC participants. Second, fewer States in 2014 (31 percent; 14 of 45 States) than in 2008 (39 percent; 20 of 51 States) indicated they had Statewide initiatives to provide classes or support group meetings for WIC participants. For all other State-level activities targeting WIC participants (i.e., those listed in Exhibit 2.3, above), differences between the proportion of States indicating they engaged in an

activity in 2014 compared to findings reported in USDA (2010; Exhibit 2.1, page 14) were six percentage points or less.²⁰

2.3 Funding for Breastfeeding Promotion

Nutrition Services Administration (NSA) funds are reported by WIC State agencies for both State-level and local-level expenditures in four cost categories: (1) program management; (2) client services; (3) nutrition education; and (4) breastfeeding promotion and support. In federal fiscal year 2013, FNS allocated just over \$1.9 billion to State agencies for NSA grants.²¹ These funds may be used at either the State or local agency level for breastfeeding promotion, including to supplement local agencies' breastfeeding peer counseling funds. The median amount of NSA funds spent by the State agencies for breastfeeding promotion was \$1.4 million (i.e., for State agencies' outlays of NSA funds at the State and local levels combined; the median amount of outlays from NSA funds by State agencies at the State level alone was \$191,197).²²

Exhibit 2.4 depicts the relationship between the amount of NSA expenditures States spent on breastfeeding promotion and the number of pregnant women participants in the State in order to control for the size of the State. (Because these expenditures ranged across orders of magnitude – that is, from less than \$241,000 to more than \$37 million—the exhibit displays the *square root* of NSA expenditures on the vertical axis. This transformation does not alter the relationship between spending and population size, but ensures that the exhibit includes all 51 States without obscuring relative differences in expenditures at the lower ranges.) As expected, the amount of NSA funds spent by State agencies for breastfeeding promotion was strongly related to the size of a State WIC population (defined as the number of pregnant participants).²³ Of the five State agencies with the highest breastfeeding promotion expenditures of NSA funds, four also had the highest number of pregnant WIC participants in 2012. Seven of the 10 State agencies with the lowest number of pregnant WIC participants also were among the 10 State agencies with the lowest overall amounts of breastfeeding promotion expenditures.

²⁰ In 2008, all 51 States reported that they provided breastfeeding promotion services or programs in addition to *Loving Support* Peer Counseling to WIC participants and were then asked to select which types of activities USDA (2010). In the 2014 Survey, 45 of 51 States reported that they provided these breastfeeding promotion services and programs to WIC participants.

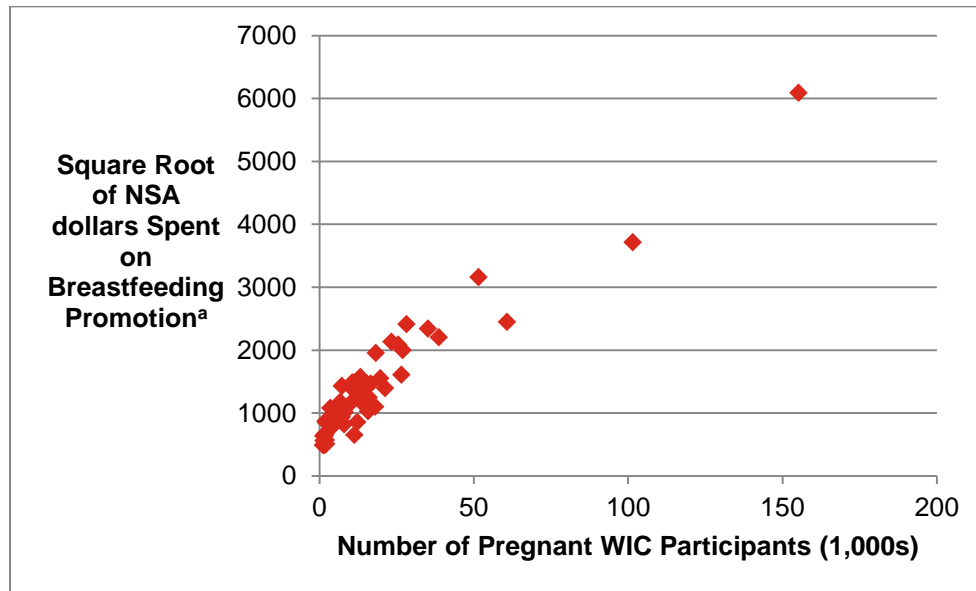
²¹ <http://www.fns.usda.gov/sites/default/files/WIC-FPD-FY2013.pdf>

²² The Survey of WIC State agencies, 2014, also asked about NSA spending on breastfeeding promotion (Item 1.6). However, because it was determined that that NSA expenditures formally reported to FNS were more accurate, the report relies on the latter funding amounts.

²³ To be consistent with USDA, 2010, the size of State and local WIC agencies is defined as the number of pregnant WIC participants throughout this report.

STATE AGENCIES' ROLE IN BREASTFEEDING PROMOTION

Exhibit 2.4: Amount of NSA Funds Used for Breastfeeding Promotion by State agencies, by Number of Pregnant Women Participants (N=51)



Note: NSA outlays on breastfeeding promotion are based on FY2013 outlays by State agencies at the State and local levels combined. The number of pregnant WIC participants in each State are from WIC PC 2012 Census Files.

Source: WIC Federal NSA Outlays Report (FNS-798A), FFY 2013, and special tabulations from WIC PC 2012 Census Files.

Missing: None.

^a Raw NSA dollars spent were transformed into square root of dollars spent due to the extremely large range of these raw data from \$240,000 to more than \$37 million.

2.4 Summary: State-level Breastfeeding Promotion Activities

State WIC agencies provided information on Statewide breastfeeding promotion activities targeting the general population in their States. Most commonly, agencies indicated that efforts were underway to make hospitals baby-friendly and that there were major Statewide breastfeeding promotion training activities for health care professionals. State WIC agencies reported being involved in a number of other activities directly targeted to WIC participants, in addition to the *Loving Support*® Peer Counseling Program. These included providing breastfeeding promotion training for WIC staff, sponsoring certified lactation counselor (CLC) training or similar training, conducting media campaigns, and providing educational materials to promote breastfeeding. Together, the States spent \$149 million of NSA funds on breastfeeding promotion, which amounts to an average of \$159 per pregnant WIC participant across the 51 States.²⁴

For the most part, in 2014 and 2008, States engaged in similar types of these activities. There were some differences, however:

²⁴ *Sources:* WIC Federal NSA Outlays Report (FNS-798A), FFY 2013; and special tabulations from WIC PC 2012 Census Files.

STATE AGENCIES' ROLE IN BREASTFEEDING PROMOTION

- A greater proportion of States in 2014 than in 2008 reported Statewide efforts to make hospitals more breastfeeding friendly, an increase from about half the States in 2008 to more than four-fifths in 2014;
- Fewer States in 2014 than in 2008 reported major Statewide public education campaigns to promote breastfeeding, a decrease from 18 (38 percent) to 9 States (18 percent);
- More States in 2014 than in 2008 reported State-level efforts to make lactation consultants available to WIC participants; and
- There was a small decrease in the number of States providing classes or support groups for WIC participants from 20 State agencies (39 percent) in 2008 to 14 in 2014 (31 percent).

3. State-Level Staff Involved in the *Loving Support*® Peer Counseling Program

As described in Chapter 1, according to the *Loving Support*® Peer Counseling model, in addition to general administration and oversight, State agencies are required to: (1) designate peer counseling program managers and/or coordinators at the State and/or local level; (2) standardize breastfeeding program policies and procedures at the State and local levels; and (3) ensure appropriate training for State and local *Loving Support*® Peer Counseling management and clinic staff. Within these general program guidelines, States were given some latitude regarding how they chose to use State-level staff to administer the program. To address Research Question 2, this chapter describes how State agencies allocate staff time to *Loving Support*® Peer Counseling, the primary areas of responsibility that they have for the program and the State agencies' role in training local WIC agency staff in the implementation of *Loving Support*® Peer Counseling programs.

Research Question 2: What level and types of staff are involved in the *Loving Support* Peer Counseling Program at the State level? What breastfeeding promotion training is offered by State agencies?

3.1 State Agency Staff Working on *Loving Support*® Peer Counseling

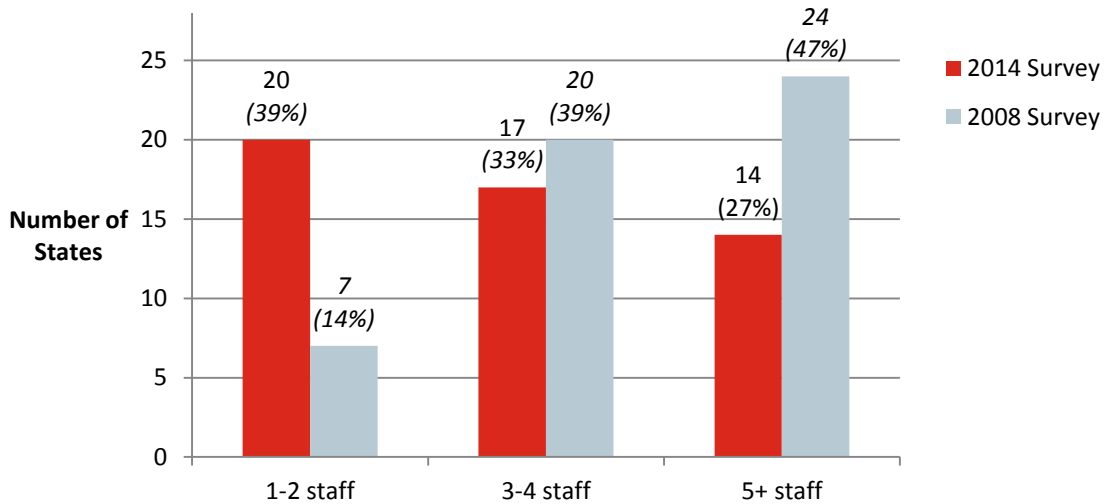
State agencies in 2014 reported a wide range in the number of staff at the State level who worked on the *Loving Support*® Peer Counseling Program, either full- or part-time. Twenty States (39 percent) reported two or fewer staff and 31 States (61 percent) reported three or more staff (Exhibit 3.1a). Many of the States with the largest reported numbers of staff at the State level do not have LWAs, but instead, the State WIC agency has State-run regional or local offices. In those States, staff administering WIC and *Loving Support*® Peer Counseling are State employees.

Moreover, as might be expected, there is a statistically significant relationship between the number of State employees who worked on the *Loving Support*® Peer Counseling Program and the number of pregnant WIC participants in the State ($p < .02$; Exhibit 3.1b).²⁵ For each additional 10,000 pregnant WIC participants, States had, on average, an additional 0.6 staff working on the program. Although States do not consistently collect data on the number of participants in *Loving Support*® Peer Counseling programs, it is reasonable to hypothesize that the number of pregnant WIC participants is closely related to demand for the program, either directly from WIC participant women or from the LWAs who provide breastfeeding and nutritional support to these women.

²⁵ This relationship remains statistically significant at $p < .02$ when the apparent outlier (i.e., New York, in which the State WIC agency is comprised of a central office and four regional offices, reported 29 State-level staff working on *Loving Support* Peer Counseling) is removed from the analysis.

STATE-LEVEL STAFF INVOLVED IN *LOVING SUPPORT*

Exhibit 3.1a: Distribution of the Number of State WIC employees Working on *Loving Support*® Peer Counseling, 2014 and 2008 (N=51)

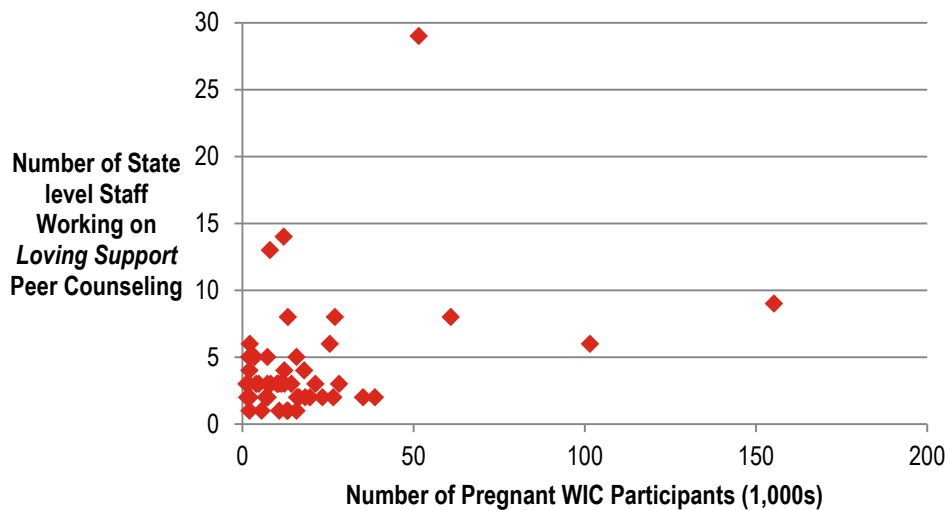


Sources: Survey of State WIC Agencies, 2014, Module 2, Items 2.1; and USDA (2010), Exhibit 2.4, page 17.
Missing: None.

In 2014, compared to 2008, fewer States reported three or more staff working on *Loving Support*® Peer Counseling: 31 States in 2014 had 3 or more staff (61 percent), compared to 44 States (86 percent) in 2008 (Exhibit 3.1a). Nevertheless, there were, on average, six State level WIC employees working on *Loving Support*® Peer Counseling for every 10,000 pregnant WIC participants in both time periods.²⁶

²⁶ *Sources:* Survey of State WIC agencies, 2014, Module 1, Item 2.1; USDA (2010); and additional analyses using WIC PC 2008 Census Files.

Exhibit 3.1b: Number of State-level Staff Working on *Loving Support*® Peer Counseling by Number of Pregnant WIC Participants in the State, 2014 (N=51)



Note: Each diamond-shaped marker represents one State agency.

Source: Survey of State WIC agencies, 2014, Module 2, Item 2.1

Missing: None.

In 2014, in addition to the fact that some State employees work at the local level, as described earlier, some of the variation in staff size among the States may be because some State WIC agencies hire regional staff to help oversee LWAs. In follow-up calls with State agencies that reported relatively high numbers of employees working on *Loving Support*® Peer Counseling (such as Mississippi, Wisconsin, New York) and with States that reported that they did not directly allocate peer counseling funding to LWAs that implemented a *Loving Support*® Peer Counseling program, several described such arrangements. For example, the New York State WIC agency (which served over 50,000 pregnant WIC participants in 2012) has a main central branch with four employees who work on the *Loving Support*® Peer Counseling program and other breastfeeding promotion activities, and four regional branches, with an additional 25 staff who also work on the program. The central office and each regional branch include four nutritionists and a program administrator who provide technical assistance to LWAs in their region. These staff are State-level employees. States with smaller WIC populations may also be organized in a similar fashion. For example, in Wisconsin, with just over 12,000 pregnant WIC participants in 2012, there were 14 State-level WIC employees who worked on the *Loving Support*® Peer Counseling in some capacity. The State agency has six regional offices, each with two State employees who worked with LWAs in their region on the peer counseling program. In 2013, the Wisconsin State WIC agency requested that all LWAs with *Loving Support*® Peer Counseling programs revise their program policies. During this time, the State staff from the regional offices provided a significant amount of technical assistance.

Most State staff working on the program in 2014 had salaries supported by funds other than their State's FNS breastfeeding peer counseling grant. In 2014, of the 51 States, half (26) had no staff supported by their State's peer counseling grant (Exhibit 3.2). In a third of States (17; 33 percent), at least one staff person was fully supported by the grant, and in one-quarter (13) at least one staff

STATE-LEVEL STAFF INVOLVED IN *LOVING SUPPORT*

person’s salary was partially supported by the grant. These figures show an increase in the number of States with at least one employee fully or partially supported by the grant compared to 2008. In 2014, 17 States (33 percent) had at least one employee fully supported by the grant, compared to 10 States in 2008 (21 percent). In addition, in 2014, a smaller proportion of States reported that no staff were fully or partially supported by the grant (51 percent; 26 States) than in 2008 (65 percent; 31 States).

Exhibit 3.2: Use of FNS Breastfeeding Peer Counseling Grant for State WIC Employee Salaries, 2014 and 2008

Degree of FNS Breastfeeding Peer Counseling Grant Support for State WIC Employee Salaries	2014 (N=51)		2008 (N=48)	
	Number	Percent	Number	Percent
At least one staff person is fully supported by the grant	17	33%	10	21%
At least one staff person is partially supported by the grant	13	25%	10	21%
No staff are supported by the grant	26	51%	31	65%

Note: Results do not sum to 100 percent because a State can be counted in more than one of the first two rows. However, the percent of States with at least one staff person fully or partially supported by the grant is equal to 100 percent less the percentage of States with no staff supported by the grant.

Sources: Survey of State WIC Agencies, 2014, Module 2, Items 2.1 and 2.6; and USDA (2010), Exhibit 2.5, page 18.

Missing: 2014: None; 2008: 3 States.

3.1.1 *Loving Support*® Peer Counseling Program Coordination at the State Level

WIC regulations require that each State designate a breastfeeding promotion coordinator at the State level. The breastfeeding promotion coordinator’s role is to implement the State WIC plan as it pertains to methods and activities designed to promote breastfeeding among WIC participants. In addition, the *Loving Support*® Peer Counseling model requires that, at the State or local level, a *Loving Support*® Peer Counseling coordinator must be in place to oversee the program. It is possible that one staff person could serve both of those roles. In fact, State agencies frequently reported that the two positions overlapped; of the State WIC agencies that indicated they had both positions, just over half (24 States, or 52 percent of those with a designated State-level peer counseling coordinator) indicated that the breastfeeding promotion and peer counseling coordinator positions were filled by the same individual employee.²⁷

State agencies were asked which staff were responsible for different aspects of the State implementation of the *Loving Support*® Peer Counseling Program, including policy guidance, program monitoring, training, and other implementation activities (Exhibit 3.3). States could indicate all types of staff responsible for the activities instead of designating a single individual. Not surprisingly, responsibilities for *Loving Support*® Peer Counseling implementation typically rested with the breastfeeding promotion coordinator and/or the peer counseling coordinator, as opposed to other State level WIC staff, although these other staff did have significant involvement. (Even though these two positions were filled by the same individual employee in 24 of the 47 States with a designated peer counseling coordinator, State agencies were still able to distinguish the different job responsibilities for the two positions.) For instance, the staff most often involved in policy guidance for the peer counseling program were the State’s breastfeeding promotion coordinator (39 States; 85

²⁷ *Source:* Survey of State WIC Agencies, 2014, Module 2, Item 2.4. *Missing:* 1 State.

STATE-LEVEL STAFF INVOLVED IN *LOVING SUPPORT*

percent) or the peer counseling coordinator (38 States; 81 percent). In more than half of the State agencies (25 States; 53 percent), other State WIC employees also provided policy guidance.

State agency efforts to monitor local implementation of *Loving Support*® Peer Counseling followed a similar staffing pattern, although duties fell more heavily on the peer counseling coordinator. In 81 percent of the States (38), this staff person had some monitoring responsibilities, compared to 65 percent of breastfeeding promotion coordinators (30 States) and 40 percent of other WIC staff (19 States).

There was a similar pattern of responsibilities regarding training for peer counselors. The exception was that these responsibilities fell mostly on the peer counseling and breastfeeding promotion coordinators with less than one-quarter of State agencies (5; 23 percent) reporting that other WIC staff shared these duties.

Exhibit 3.3: Roles of State-Level Staff in *Loving Support*® Peer Counseling, 2014 (N=47)

Role in <i>Loving Support</i> ® Peer Counseling Program	Percent Reporting That State-Level Staff Work on Particular Aspects of the Peer Counseling Program ^a							
	State-Designated Breastfeeding Promotion Coordinator		State-Designated Peer Counseling Coordinator		Other State WIC Employees		No State WIC Employee	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Provides policy guidance for <i>Loving Support</i> ® Peer Counseling	39	85%	38	81%	25	53%	1	2%
Monitors the implementation of <i>Loving Support</i> ® Peer Counseling at local sites	30	65%	38	81%	19	40%	1	2%
Provides training on <i>Loving Support</i> ® Peer Counseling for local agency staff	25	54%	35	74%	11	23%	5	11%
Other	5	11%	3	6%	7	15%	0	0%

Note: Results do not sum to 100 percent because multiple responses were permitted. This exhibit shows results for the 47 States with both a breastfeeding promotion coordinator and a peer counseling coordinator.

Source: Survey of State WIC Agencies, 2014, Module 2, Item 2.5.

Missing: 1 State did not indicate which roles the Breastfeeding Promotion Coordinator played in the program. Percent for the State-Designated Breastfeeding Coordinator are out of an N=46. ^a Four States have a designated breastfeeding promotion coordinator but not a separate peer counseling coordinator. All four of these States reported that the breastfeeding promotion coordinator works on policy guidance; in two of these States, other State WIC employees also contribute to policy guidance; in three States, the breastfeeding promotion coordinator and other State WIC employees contribute to monitoring implementation of, and providing training for the *Loving Support*® Peer Counseling Program at the local level.

3.1.2 Amount of State-Level Staff Time Devoted to Implementing *Loving Support*® Peer Counseling

State agencies were asked in 2014 to provide information about the amount of State-level staff time that was used for *Loving Support*® Peer Counseling implementation activities described in the section

STATE-LEVEL STAFF INVOLVED IN *LOVING SUPPORT*

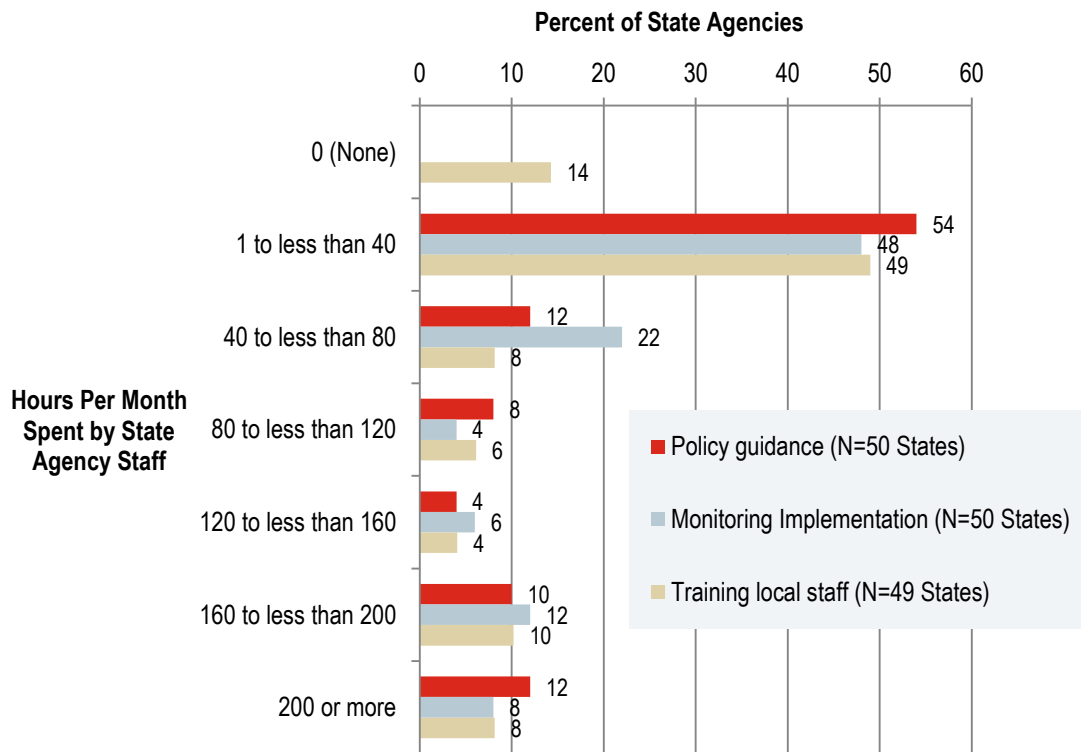
above (i.e. providing policy guidance to, and monitoring program implementation in, local sites; training local staff on program implementation) (Exhibit 3.4a). Their responses showed two overall trends.

First, as would be expected given differences among State agencies in numbers of WIC staff working on the peer counseling program, the amount of time staff spent on specific aspects of program administration ranged greatly. For instance, 54 percent of States reported that staff spent less than 40 weekly hours providing policy guidance whereas 12 percent of States reported that staff spent 200 or more hours in that area. Second, across all three areas of program administration, about half of States reported that staff spent 1 to less than 40 hours weekly on that activity and in the remaining half of State agencies, the amount of time spent on these activities was both higher and distributed roughly evenly across a wide range, from 40 to 80 hours weekly up through 200 or more hours weekly. There was a positive, statistically significant relationship between the size of a State's pregnant WIC population and the amount of staff time spent on administering the program ($p < .03$): For every additional 1,000 pregnant WIC participants, State-level staff spent on average, an additional three hours per month on program administration.

There were two notable exceptions to this general trend in the distribution: (1) 14 percent of the States did not dedicate any State staff time to training local staff on the *Loving Support*® Peer Counseling program (presumably relying on other organizations to do so); and (2) States were somewhat more tightly clustered with respect to the amount of staff time devoted to monitoring implementation compared to the amount of time on the other two areas: in 70 percent of States, staff spent 1 to less than 80 hours per week monitoring program implementation in local sites.

STATE-LEVEL STAFF INVOLVED IN *LOVING SUPPORT*

Exhibit 3.4a: Distribution of State-Level WIC Agency Staff Time Devoted to Each Type of *Loving Support*® Peer Counseling Program Activity, 2014



Note: The number of hours per month was determined by multiplying the number of full-time equivalent staff (FTEs) reported by a standard 160 person-hours per month. One Full-Time Equivalent (FTE) is defined as 160 person-hours per month.

Source: Survey of State WIC Agencies, 2014, Module 2, Item 2.2 and post-survey follow-up communication.

Missing: Policy guidance: 1 State; Monitoring implementation: 1 State; Training: 2 States.

In the median State, staff spent 40 hours per month monitoring the implementation of the *Loving Support*® Peer Counseling Program and 34 hours per month providing policy guidance (Exhibit 3.4b).²⁸ Reflecting the fact that 14 percent of States did not provide training to local WIC agencies, the median State spent less time in this area—27 hours per month. In addition, the median State indicated that it spent 32 hours per month on other activities related to administering the *Loving Support*® Peer Counseling Program. These activities included general administration, technical assistance, financial reporting and data collection.

²⁸ *Source:* Survey of State WIC agencies, 2014, Module 2, Item 2.2. The median indicates that half of all respondents reported that State WIC agency staff spent the number of hours indicated or more than that number of hours and half spent fewer than the number of hours indicated.

STATE-LEVEL STAFF INVOLVED IN *LOVING SUPPORT*

Exhibit 3.4b: Average, Median, Maximum and Minimum Hours per Month that State-Level WIC Agency Staff Devoted to Each Type of Loving Support Peer Counseling Program Activity, 2014

Activity related to Loving Support Peer Counseling Program	State WIC agency Staff Hours per Month			
	Average	Median	Maximum	Minimum
Policy guidance (N=50)	86	34	480	1
Monitoring implementation (N=50)	72	40	320	1
Training local staff (N=49)	61	27	320	0
Other activities (N=27)	69	32	320	0

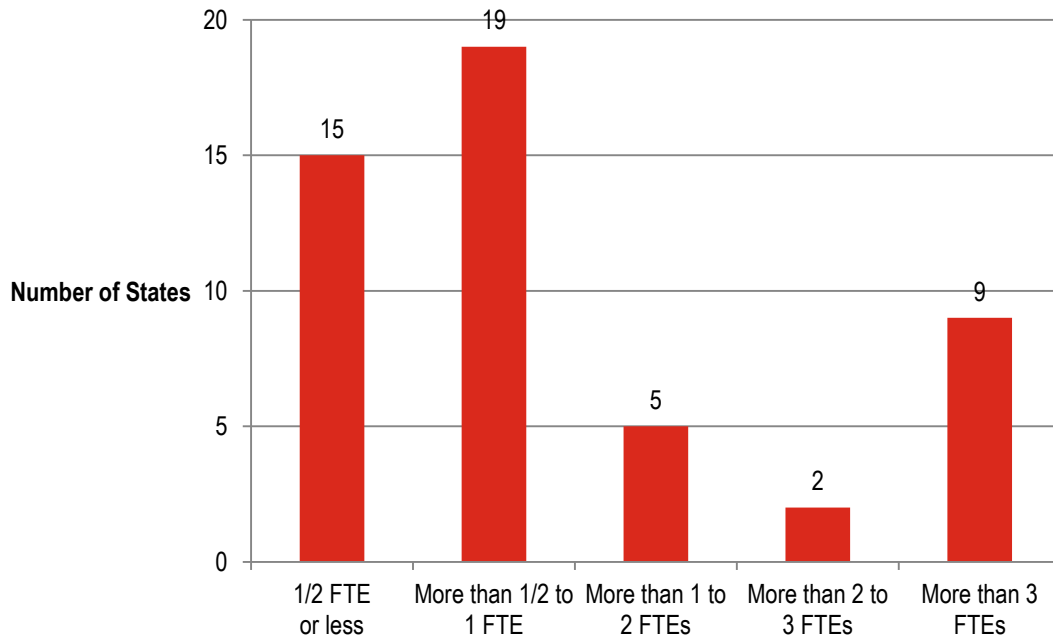
Note: The number of hours per month was determined by multiplying the number of full-time equivalent staff (FTEs) reported by a standard 160 person-hours per month. One Full-Time Equivalent (FTE) is defined as 160 person-hours per month.

Source: Survey of State WIC Agencies, 2014, Module 2, Item 2.2 and post-survey follow-up communication.

Missing: Policy guidance: 1 State; Monitoring implementation: 1 State; Training: 2 States.

Summing across all program activities, most State agencies in 2014 (19; 38 percent) devoted between one-half to one full-time equivalent (FTE) of staff time in support of the *Loving Support*® Peer Counseling Program (Exhibit 3.5). Fifteen of the remaining agencies (30 percent) devoted less than one-half of an FTE to supporting the program, and 16 States (32 percent) devoted more than 1 FTE.

Exhibit 3.5: Distribution of States by the Number of Full-Time Equivalent State WIC Employees Working on *Loving Support*® Peer Counseling, 2014 (N=50)



Note: One Full-Time Equivalent (FTE) is defined as 160 person-hours per month.

Source: Survey of State WIC Agencies, 2014, Item 2.2 and post-survey follow-up communication.

Missing: 1 State.

3.2 Training Provided by State WIC Agency Staff

The *Loving Support*® Peer Counseling Program model requires that peer counselors and appropriate WIC staff receive breastfeeding promotion training, including using both the peer counselor and WIC manager versions of the “*Loving Support*® Through Peer Counseling: A Journey Together” curricula. More than three-quarters of State agencies in 2014 (38 agencies; 76 percent) reported offering the “*Loving Support*® Through Peer Counseling: A Journey Together – For Peer Counselors” training at least once during the year for WIC staff (Exhibit 3.4). Notably, however, fewer than half (22; 44 percent) of State agencies reported offering the “*Loving Support*® Through Peer Counseling: A Journey Together – For WIC managers” training; however State agencies that develop their own training on breastfeeding peer counseling are required to use the *Loving Support*® materials as guidance and as the basis for developing policies for LWAs’ breastfeeding peer counseling programs.

In addition to training related directly to the *Loving Support*® Peer Counseling Program, State agencies provided other training opportunities to local WIC staff. These training opportunities include International Board Certified Lactation Consultants (IBCLC) continuing education (29 State agencies; 58 percent) and other certificate-bearing lactation management courses (31 State agencies; 62 percent). Other trainings that State agencies offered included helping new mothers understand infants’ feeding cues (three States) and training on the use of breast pumps and other breastfeeding aids (three States).

Exhibit 3.6 Training in Breastfeeding Support Provided by State WIC Agencies, 2008 and 2014

Type/Name of Training	2014 (N=50) State Agencies that Have Offered Training At Least Once		2008 (N=51) State Agencies that Have Offered Training At Least Once	
	Number	Percent	Number	Percent
Locally and/or State-offered training on breastfeeding and/or role of peer counselors <u>other than</u> training related to <i>Loving Support</i> ® Peer Counseling	42	84%	47	92%
<i>Loving Support</i> ® Through Peer Counseling: A Journey Together – For Peer Counselors (2014); <i>Loving Support</i> ® Peer Counseling Training (2008) ^a	38	76%	47	96%
Lactation courses that award certificates other than IBCLC courses	31	62%	35	70%
Lactation management training approved through IBCLC Continuing Education Recognition Points (CERPS)	29	58%	31	65%
<i>Loving Support</i> ® Through Peer Counseling: A Journey Together – For WIC Managers	22	44%	NA	NA
Other training	8	16%	3	6%

STATE-LEVEL STAFF INVOLVED IN *LOVING SUPPORT*

Note: In the 2008 survey, "*Loving Support*® Peer Counseling training" was not divided into "for peer counselors" vs "for WIC managers" as in the 2014 survey; as a result no data are available in 2008 where indicated.

Sources: Survey of State WIC Agencies, 2014, Module 2, Item 2.7; and USDA (2010), Exhibit 2.9, page 22.

Missing: 2008: "*Loving Support*® Peer Counselor training:" 2 States; "Lactation courses... other than IBCLC courses:" 1 State; "Lactation management training ... (CERPS):" 3 States. 2014: 1 State.

^a Since the time of the USDA (2010) report, the title and content of *Loving Support*® Peer Counselor training have changed.

In 2008, a greater proportion of State agencies than in 2014 indicated that their staff had offered various types of training opportunities to LWA staff. In 2008, most States (47; 96 percent) reported offering *Loving Support*® Peer Counseling training, but in 2014 this number had declined to 38 States (76 percent), a decline of 20 percentage points (the *Loving Support*® Peer Counseling training curriculum was substantially revised in 2011 to incorporate the latest scientific research on breastfeeding and "best practices among successful peer counseling programs in WIC.")²⁹ A similar trend occurred for training on breastfeeding other than that related to the *Loving Support*® Peer Counseling program: In 2008, 92 percent of State agencies (47 States) reported that this type of training was offered (either locally or directly by the State), whereas in 2014 just 84 percent of States (42) reported offering this type of training. The proportion of States that provided lactation training, either via IBCLC-approved or other courses, declined by seven to eight percentage points between 2008 and 2014, and the proportion of States offering training on breastfeeding or the role of peer counselors other than training related to *Loving Support*® Peer Counseling declined by eight percentage points. However, changes in the number of *types* of training offered by State WIC staff does not indicate changes in the *amount* or *intensity* of training.

3.3 Summary: State-level Administration of the *Loving Support*® Peer Counseling Program

In 2014, there were some marked differences among the States in terms of how they administered the *Loving Support*® Peer Counseling Program. Although 70 percent of State agencies (36) reported that four or fewer staff worked on the program, 29 percent (15) had five or more staff working on the program compared to 39 percent (20) that had just one or two. This variation appears strongly related to the size of the State's pregnant WIC participant population, with larger States tending to have a higher number of staff working on the *Loving Support*® Peer Counseling Program. States also differed in terms of choosing to support the salaries of staff working on the program with funds from the FNS breastfeeding peer counseling grant: In 51 percent of the States (26) none of the Staff working on the program had salaries supported by the grant, whereas in 25 other States (49 percent), one or more staff salaries was partially or fully supported by the peer counseling grant.

Consistent with different overall amount of time that State agency staff spent on the administration of the *Loving Support*® Peer Counseling Program, the amount of time State agency staff spent on any specific program-related activities also varied widely across the 51 States. For instance, although more than half of States reported that their staff devoted 40 hours per month or less providing policy guidance, 12 percent of States reported that their staff spent 200 or more hours per month on this aspect of the program.

²⁹ http://www.nal.usda.gov/wicworks/Learning_Center/PC/TrainingFacilitatorGuide.pdf, page 1

STATE-LEVEL STAFF INVOLVED IN *LOVING SUPPORT*

States differed somewhat in terms of who was designated as the peer counseling coordinator and the breastfeeding promotion coordinator with just over half (24 States; 52 percent) indicating that the two positions were filled by the same staff person. In any event, oversight of the program was largely a shared responsibility for the peer counseling coordinator, the breastfeeding promotion coordinator, and other State agency staff.

In 2014, three quarters of States (38 States; 76 percent) reported providing “*Loving Support*®: A Journey Together” training for peer counselors and 44 percent (22 States) reported offering this training for managers. States also reported a wide range of training activities related to breastfeeding promotion and lactation support, in addition to using the *Loving Support*® curricula.

The number of State-level staff who worked on the administration of the *Loving Support*® Peer Counseling Program was lower in 2014, when the *Loving Support*® Peer Counseling Program was more familiar to State and local agency staff, than the number of such staff in 2008, when the program was newer. In contrast to 2008, when the majority of State agencies (44; 86 percent) had three or more State level employees working on the program, in 2014, 31 States (61 percent) had this number of employees working on the program. However, a greater proportion of State agencies in 2014 (25 States, 49 percent) than in 2008 (17 States; 35 percent) used the FNS breastfeeding peer counseling grant funds to support at least one staff person’s salary either fully or partially. Finally, in 2014, some changes in the *types* of training for breastfeeding support provided by State agencies seems to have occurred since 2008. (Neither the 2014 nor the 2008 survey asked questions about the intensity or specific number of training opportunities.) The proportion of States that provided lactation training at least once, either via IBCLC-approved or other courses, declined by seven to eight percentage points between 2008 to 2014, and the proportion of States offering training at least once on breastfeeding or role of peer counselors other than training related to *Loving Support*® Peer Counseling declined eight percentage points.

4. Local WIC Agencies Operating *Loving Support*® Peer Counseling and State Agencies' Allocation of Resources

Funding for *Loving Support*® Peer Counseling is limited and States are provided with an allocation of their FNS breastfeeding peer counseling grant based on the size of their Statewide WIC population. There is no expectation that funding levels would permit State agencies to serve all eligible WIC participants with *Loving Support*® Peer Counseling services. States agencies can choose whether to concentrate the *Loving Support*® Peer Counseling Program in a few LWAs in their States, provide funding to all LWAs, or allocate funding using a different strategy. They also can choose to augment the FNS breastfeeding peer counseling grant with other funding, including Nutrition Services Assistance (NSA). In response to Research Question 3, this chapter provides an overview of the characteristics of LWAs that State agencies reported were operating *Loving Support*® Peer Counseling programs in 2014. It then describes how State agencies allocated funding for peer counseling to these LWAs.^{30,31} Where possible, comparisons to 2008 are included.

Research Question 3: How do State agencies allocate funding for the *Loving Support* Peer Counseling Program? What are the characteristics of local agencies that implement the program?

4.1 Geographic Distribution of *Loving Support*® Peer Counseling Programs operated by Local WIC Agencies

4.1.1 Local WIC Agencies Implementing *Loving Support*® Peer Counseling by Region

In 2014, State agencies indicated that 1,216 LWAs were implementing the *Loving Support*® Peer Counseling Program.^{32,33} Overall, this number represents more than two-thirds (69 percent) of the 1,765 LWAs in the 51 States.³⁴ When looking at the distribution of *Loving Support*® Peer Counseling Programs by FNS region, the largest proportion of LWAs operating *Loving Support*® Peer Counseling programs in 2014 were located in the Midwest (25 percent), followed by the Southeast, Mountain Plains, Southwest and Northeast, each with 13 to 16 percent of LWAs operating the program. The Western and Mid-Atlantic regions had the smallest share of LWAs with the program.

³⁰ In some cases, States do not have LWAs but instead have local offices that are employing State staff. The analysis includes these local entities if they are named and listed in the WIC PC 2012 Census Files.

³¹ The study included Arkansas as a single local entity in analyses for Chapter 4, because Arkansas reported its State WIC agency as the sole “local” agency in the state in WIC PC 2012 data. The State operates a *Loving Support* Peer Counseling program.

³² Sources: Survey of State WIC Agencies, 2014, Module 3, Item 3.2; and special tabulations using WIC PC 2012 Census Files.

³³ Three States (Alabama, Louisiana, and New Mexico) did not specify the LWAs or local areas in which *Loving Support* Peer Counseling Services were offered. Data needed for the analysis for these States were collected during follow-up telephone calls with State WIC agency staff.

³⁴ Source: Survey of State WIC Agencies, 2014, Module 3, Item 3.2

LOCAL WIC AGENCIES AND STATE ALLOCATION OF SUPPORT

However, compared to the distribution of LWAs by FNS region, the *Loving Support*® Peer Counseling Program was more prevalent in the Southwest and Northeast regions. For example, LWAs in the Southwest comprised 10 percent of all LWAs but account for 13 percent of the LWAs with a *Loving Support*® Peer Counseling program. In contrast, the Mountain Plains and Western regions accounted for a smaller share of LWAs with the program than their share of all LWAs: the Mountain Plains accounts for 22 percent of all LWAs but only 15 percent of LWAs with the program; the Western region accounts for 15 percent of all LWAs but 11 percent of LWAs with the program.

This distribution of the *Loving Support*® Peer Counseling Program by FNS region largely mirrors that observed in 2008, when the program was more prevalent among LWAs in the Northeast and Mid-Atlantic (and slightly more prevalent in the Southeast), relative to these regions' shares of all LWAs. In addition, as in 2014, in 2008 the percentage of LWAs operating a *Loving Support*® Peer Counseling program in the Mountain Plains and Western regions was smaller than the share of all LWAs accounted for by these two regions.

Exhibit 4.1 Local WIC Agencies Operating *Loving Support*® Peer Counseling, by FNS Region, 2014 and 2008 (N=51)

FNS Region	2014		2008	
	LWAs with <i>Loving Support</i> ®	US WIC	LWAs with <i>Loving Support</i> ®	US WIC
Midwest	25%	24%	26%	24%
Southeast	16%	15%	16%	15%
Mountain Plains	15%	22%	17%	21%
Southwest	13%	10%	11%	10%
Northeast	13%	10%	13%	10%
Western	11%	15%	6%	15%
Mid-Atlantic	7%	6%	12%	6%

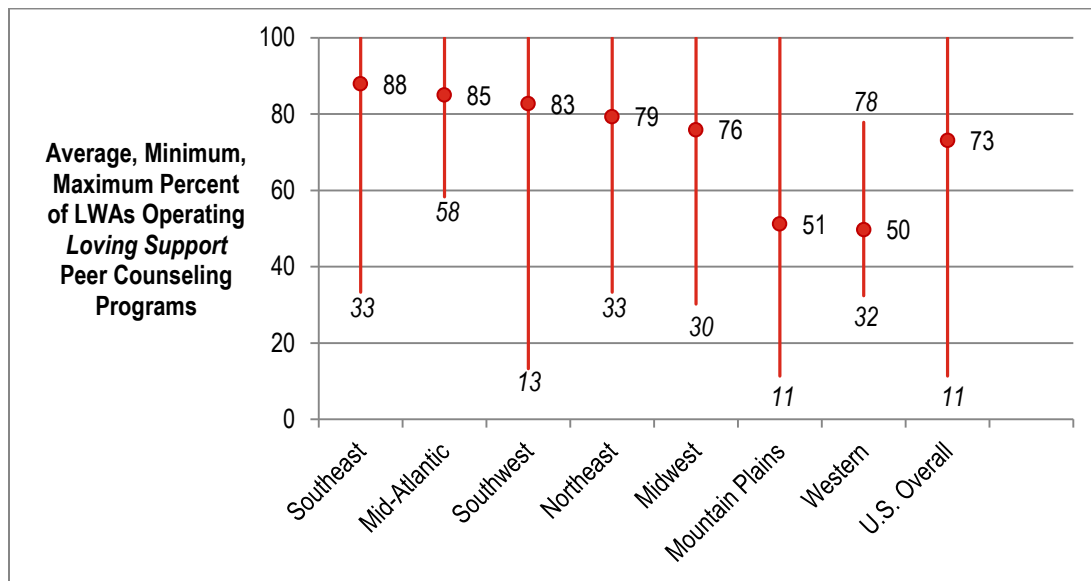
Note: Totals do not sum to 100 percent due to rounding. Four States (Alabama, Louisiana, New Mexico and Wyoming) did not specify on the 2014 survey the LWAs or local areas in which *Loving Support*® Peer Counseling services were offered. Data needed for this exhibit were collected during follow-up telephone calls with State WIC agency officials. Arkansas reported no local entities in WIC PC 2008 and 2012, so its State agency was included as a single entity that operates the *Loving Support*® Peer Counseling Program.

Sources: Survey of State WIC Agencies, 2014, Module 3, Item 3.2; special tabulations using WIC PC 2012 Census Files; and USDA (2010), Exhibit 4.5, page 53.

Missing: None.

In 2014, among States in each region, there was variation in terms of the percentage of LWAs per State that operated *Loving Support*® Peer Counseling programs. Exhibit 4.2 shows, across States within each region, the average, minimum and maximum percentages of LWAs that were operating *Loving Support*® Peer Counseling programs. For example, among States in the Southeast region, the average percentage of LWAs operating *Loving Support*® Peer Counseling programs was 88 percent; the percentages of LWAs operating the program within States in the Southeast ranged from a minimum of 33 percent (in one State) to a maximum of 100 percent (in four States).

Exhibit 4.2 Average, Minimum and Maximum Percentage of Local WIC Agencies that Operated *Loving Support*® Peer Counseling Programs across States within Each Region, 2014 (N= 1,765)



Notes: The filled circle shows the average percentage of LWAs operating *Loving Support*® Peer Counseling programs across the States within each region; the bottom and top of the vertical lines indicate the minimum and maximum percentages, respectively, of LWAs that were operating *Loving Support*® Peer Counseling programs across States within each region.

Four States (Alabama, Louisiana, New Mexico and Wyoming) did not specify on the survey the LWAs or local areas in which *Loving Support*® Peer Counseling Services were offered. Data needed for this exhibit were collected during follow-up telephone calls with State WIC agency officials. Arkansas reported no local entities in WIC PC 2012, so its State agency was included as a single entity that operates the *Loving Support*® Peer Counseling Program.

Sources: Survey of State WIC Agencies, 2014, Module 3, Item 3.2; and special tabulations using WIC PC 2012 Census Files.

Missing: None.

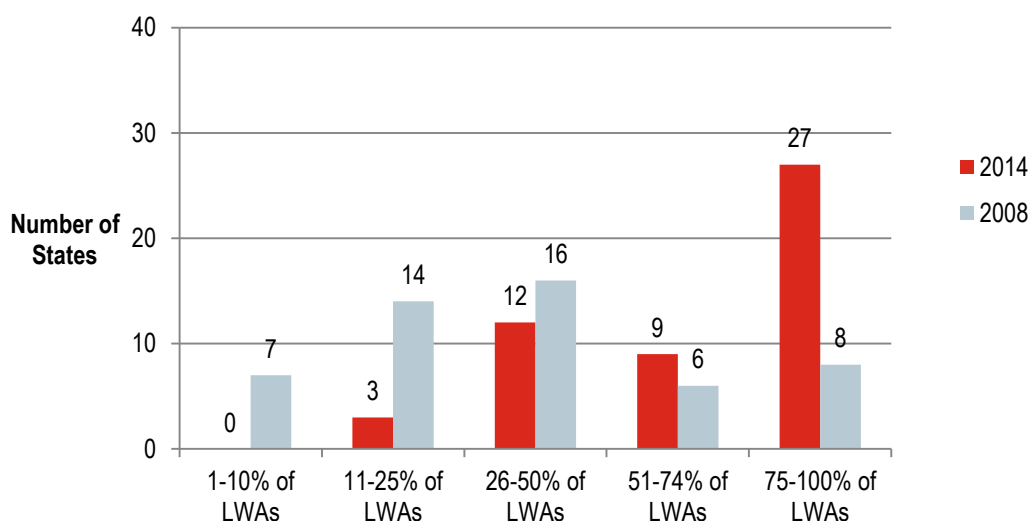
4.1.2 Local WIC Agencies Implementing *Loving Support*® Peer Counseling by State

As further evidence that the *Loving Support*® Peer Counseling Program was widely implemented in 2014, 27 of the 51 States (53 percent) reported that three-quarters or more of their LWAs were operating *Loving Support*® Peer Counseling programs; another nine States (18 percent) reported that more than half of their LWAs were operating *Loving Support*® Peer Counseling programs (Exhibit 4.3; see Appendix B, Exhibit B.3 for results for each State agency).

Compared to 2008, States have more widely disseminated the *Loving Support*® Peer Counseling Program. In 2008, the majority of State agencies (37; 73 percent) reported that half or fewer of their LWAs were operating a *Loving Support*® Peer Counseling program. In contrast, by 2014, a smaller number of States (15; 29 percent) reported that half or fewer of their LWAs were operating the program; in fact, most States reported that at least three-quarters of their LWAs operated a *Loving Support*® Peer Counseling program.

LOCAL WIC AGENCIES AND STATE ALLOCATION OF SUPPORT

Exhibit 4.3 Distribution of States by Percentage of Local WIC Agencies that Operated *Loving Support*® Peer Counseling, 2014 and 2008 (N=51)



Note: Four States (Alabama, Louisiana, New Mexico and Wyoming) did not specify on the 2014 survey the LWAs or local areas in which *Loving Support*® Peer Counseling Services were offered. Data needed for this exhibit were collected during follow-up telephone calls with State WIC agency officials. Arkansas reported no local entities in WIC PC 2008 or 2012, so in both years its State agency was included as a single entity that operates the *Loving Support*® Peer Counseling Program.

Sources: Survey of State WIC Agencies, 2014, Module 3, Item 3.2; and USDA/FNS (2010), Exhibit 2.15, page 26.

Missing: None.

4.2 Number and Characteristics of WIC Participants Receiving WIC Services in Local WIC Agencies Implementing *Loving Support*® Peer Counseling Programs

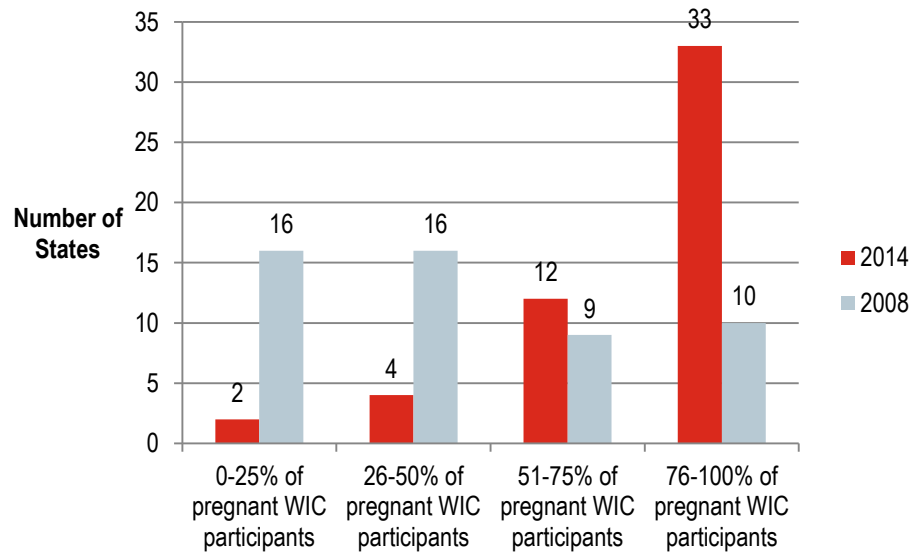
4.2.1 Availability of the *Loving Support*® Peer Counseling Program

Again, as further evidence of the widespread implementation of the *Loving Support*® Peer Counseling Program, across the 51 States, 87 percent of pregnant WIC participants received WIC services in LWAs operating *Loving Support*® Peer Counseling in 2014.^{35,36} In fact, in 33 States, more than three-quarters of pregnant WIC participants received WIC services in LWAs that had a *Loving Support*® Peer Counseling program (Exhibit 4.4).

³⁵ *Sources:* Survey of State WIC Agencies, 2014, Module 3, Item 3.2 and special tabulations using WIC PC 2012 Census Files.

³⁶ Data are not available about the number of women served by the *Loving Support* Peer Counseling Program; all that can be reported is the number of women receiving WIC services in LWAs with the peer counseling program.

Exhibit 4.4 Distribution of States by the Percentage of Pregnant WIC Participants Receiving WIC Services in a Local WIC Agency Implementing a *Loving Support*® Peer Counseling Program, 2014 and 2008 (N=51)



Note: Four States (Alabama, Louisiana, New Mexico and Wyoming) did not specify on the 2014 survey the LWAs or local areas in which *Loving Support*® Peer Counseling Services were offered. Data needed for this exhibit were collected during follow-up telephone calls with State WIC agency officials. Arkansas reported no local entities in WIC PC 2008 or 2012, so its State agency was included as a single entity that operates the *Loving Support*® Peer Counseling Program.

Sources: Survey of State WIC Agencies, 2014, Module 3, Item 3.2; special tabulations using WIC PC 2012 Census Files; and USDA (2010), Exhibit 2.16, page 27.

Missing: None.

The racial and ethnic background of women receiving WIC services in LWAs offering *Loving Support*® Peer Counseling mirrors that of women WIC participants overall. Across the 51 States, approximately 2.2 million WIC participant women were served by LWAs in 2012.³⁷ Of these, 62 percent identified as white, 37 percent as Hispanic/Latina, and 20 percent as black/African-American (Exhibit 4.5). Of the women receiving WIC services in LWAs offering *Loving Support*® Peer Counseling, 63 percent identified as white, 37 percent as Hispanic/Latina and 21 percent as black/African-American. An additional 13 percent identified as other races or ethnicities, and three percent were multi-racial/ethnic.

These figures closely match the racial and ethnic background of women receiving WIC services in LWAs offering *Loving Support*® Peer Counseling in 2008. A slightly greater percentage of WIC participants in an LWA with the *Loving Support*® Peer Counseling program identified as

³⁷ *Source:* Special tabulations using WIC PC 2012 Census Files.

LOCAL WIC AGENCIES AND STATE ALLOCATION OF SUPPORT

Hispanic/Latina in 2008 (42 percent) than in 2014 (37 percent), a difference of three percentage points. Other differences were less than two percentage points in magnitude.³⁸

Exhibit 4.5 Race and Ethnicity of WIC Participant Women Receiving WIC Services, in US WIC Overall and those Served by Local WIC Agencies Operating *Loving Support*® Peer Counseling Programs, 2014 and 2008

Race/Ethnicity	Served by an LWA with <i>Loving Support</i> ® Peer Counseling Program		US WIC	
	2014	2008	2012	2008
White	63%	64%	62%	67%
Hispanic/Latina	37%	42%	37%	39%
Black/African-American	21%	21%	20%	20%
Other	13%	11%	14%	13%
Multiple races/ethnicities	3%	2%	3%	2%

Note: Four States (Alabama, Louisiana, New Mexico and Wyoming) did not specify on the 2014 survey the LWAs or local areas in which *Loving Support*® Peer Counseling Services were offered. Data needed for this exhibit were collected during follow-up telephone calls with State WIC agency officials. Arkansas reported no local entities in WIC PC 2008 or 2012, so its State agency was included as a single entity that operates the *Loving Support*® Peer Counseling Program.

Sources: Survey of State WIC Agencies, 2014, Module 3, Item 3.2; special tabulations using WIC PC 2012 Census Files; Survey of State WIC Agencies, 2008; and special tabulations using WIC PC 2008 Census Files.

Missing: Data on WIC participants' race/ethnicity were missing in WIC PC 2012 data for 16 of the LWAs reported as operating a *Loving Support*® Peer Counseling program in the Survey of State WIC Agencies, 2014, Item 3.2.

4.2.2 Size of LWAs offering *Loving Support*® Peer Counseling Programs

LWAs range widely in terms of size, from those serving less than 10 pregnant WIC participants to those that serve more than 31,000 pregnant WIC participants in any given month. Using data from WIC PC Census Files, the LWAs were divided approximately equally between “small”, “medium” and “large” agencies.³⁹ “Small” LWAs served 115 or fewer pregnant WIC participants in a given month, “medium” LWAs served 116 to 389 pregnant WIC participants in a given month, and “large” LWAs served 390 or more such WIC participants in a given month.

In 2014, large and medium LWAs accounted for the majority of *Loving Support*® Peer Counseling programs. Of LWAs with *Loving Support*® Peer Counseling programs, 40 percent were large and 36 percent were medium (Exhibit 4.6; see Appendix B, Exhibit B.4 for results for each State agency). Just under one-quarter (24 percent) of LWAs that had a *Loving Support*® Peer Counseling program

³⁸ *Sources:* Survey of State WIC Agencies, 2008 and special tabulations using WIC PC 2008 Census Files.

³⁹ To permit comparisons between 2008 and 2014, size definitions used in USDA (2010) were used to classify the LWAs operating *Loving Support* Peer Counseling in 2014. The resulting cut points were highly similar in the two time periods. These size definitions were based on the distribution of agency sizes found using WIC PC 2008 data for which LWAs reported the number of pregnant WIC participants served in April, 2008. Small agencies in 2008 served 115 or fewer in pregnant WIC participants versus 99 or fewer in 2012; medium agencies in 2008 served 116 to 389 in 2008 versus 100 to 379 in 2012; and large agencies in 2008 served 390 or more in 2008 pregnant WIC participants versus 380 or more in 2012.

LOCAL WIC AGENCIES AND STATE ALLOCATION OF SUPPORT

were small. In addition, a greater share of LWAs without a *Loving Support*® Peer Counseling program were small in 2014 relative to the share of LWAs without the program that were medium or large (62 percent of LWAs without the program were small; just 14 percent of LWAs without the program were large and 24 percent of those without the program were medium-sized).

Exhibit 4.6 Local WIC Agencies Operating *Loving Support*® Peer Counseling, by Size

Size of Agency	LWAs that Operate a <i>Loving Support</i> ® Peer Counseling Program		LWAs that Did Not Operate a <i>Loving Support</i> ® Peer Counseling Program	
	2014	2008	2014	2008
Small	24%	14%	62%	43%
Medium	36%	34%	24%	33%
Large	40%	52%	14%	24%
Total	100%	100%	100%	100%

Notes: Four States (Alabama, Louisiana, New Mexico and Wyoming) did not specify on the 2014 survey the LWAs or local areas in which *Loving Support*® Peer Counseling Services were offered. Data needed for this exhibit were collected during follow-up telephone calls with State WIC agency officials. Arkansas reported no local entities in WIC PC 2008 or 2012, so its State agency was included as a single entity that operates the *Loving Support*® Peer Counseling Program.

To permit comparisons between 2008 and 2014, the size definitions used in USDA (2010) were used to classify the LWAs operating *Loving Support*® Peer Counseling as reported by State WIC agencies in 2014. At both points in time, 2014 and 2008, “small” agencies were defined as those serving less than 115 pregnant WIC participants in a given month; “medium” agencies were defined as those serving 116-389 pregnant WIC participants in a given month; and “large” agencies were defined as those serving 390 or more pregnant WIC participants in a given month. These size definitions were based on the distribution of agency sizes found using WIC PC 2008 data for which LWAs reported the number of pregnant WIC participants served in April, 2008.

Sources: Survey of State WIC Agencies, 2014, Module 3, Item 3.2; USDA (2010), Exhibit 4.3, page 51; and WIC PC 2008 and WIC PC 2012 Census Files.

Missing: None.

These data differ somewhat from the share of LWAs operating *Loving Support*® Peer Counseling programs in 2008. In 2008, just 14 percent of the LWAs with the *Loving Support*® Peer Counseling program were small, with the remaining 86 percent either medium (34 percent) or large (52 percent). The share of LWAs that did not operate a *Loving Support*® Peer Counseling program in 2014 also shifted from the share observed in 2008. In 2014, 62 percent of the LWAs without a *Loving Support*® Peer Counseling program were small, compared to 43 percent of LWAs without the program in 2008. At the other end of the size distribution, in 2014, 14 percent of LWAs without a *Loving Support*® Peer Counseling program were large in size, compared to 24 percent in 2008.

4.2.3 Breastfeeding Rates Among LWAs with *Loving Support*® Peer Counseling Programs

Nationwide, the rate of breastfeeding initiation for the entire U.S. WIC population as of April 2012 was 68 percent. Among LWAs that operated *Loving Support*® Peer Counseling programs and received FNS breastfeeding peer counseling grant funding in 2014, the average breastfeeding initiation rate was very close—69 percent (Exhibit 4.7; see Appendix B, Exhibit B.5 for results for each State agency). Similar results were observed for breastfeeding duration. In LWAs with a *Loving Support*® Peer Counseling program using the FNS grant (either solely or in combination with other funding), 45 percent of post-partum WIC participants breastfeed for more than six weeks and 10 percent for more than 24 weeks, rates that match those for the U.S. WIC population overall.

LOCAL WIC AGENCIES AND STATE ALLOCATION OF SUPPORT

Exhibit 4.7 Measures of Breastfeeding Incidence, Duration and Prevalence by *Loving Support*® Peer Counseling Status, 2014 and 2008

Incidence and Duration	Participants in LWAs that Operated a <i>Loving Support</i> ® Peer Counseling Program Using FNS Breastfeeding Peer Counseling Grant Funding		Participants in LWAs that Did Not Operate a <i>Loving Support</i> ® Peer Counseling Program		US WIC	
	2014	2008	2014	2008	2012	2008
Breastfeeding initiation	69%	63%	64%	62%	68%	62%
Breastfeeding duration: more than 6 weeks	45%	47%	46%	49%	45%	48%
Breastfeeding duration: more than 24 weeks	10%	11%	10%	12%	10%	11%
Breastfeeding prevalence among women ^a	50%	49%	44%	47%	49%	47%

Note: Four States (Alabama, Louisiana, New Mexico and Wyoming) did not specify on the 2014 survey the LWAs or local areas in which *Loving Support*® Peer Counseling Services were offered. Data needed for this exhibit were collected during follow-up telephone calls with State WIC agency officials. Arkansas reported no local entities in WIC PC 2008 or 2012, so its State agency was included as a single entity that operates the *Loving Support*® Peer Counseling Program.

Sources: Survey of State WIC Agencies, 2014, Module 3, Item 3.2; special tabulations using WIC PC 2012 Census Files; and USDA (2010), Exhibit 4.10, page 58.

Missing: None

a Prevalence is the ratio of breastfeeding WIC participants to the sum of breastfeeding and post-partum WIC participants in WIC PC Census Files.

Breastfeeding outcomes for WIC participants in LWAs that did not operate a *Loving Support*® Peer Counseling program in 2014 were largely similar for WIC participants in LWAs that did. Sixty-four percent of WIC participants in these LWAs initiated breastfeeding, five percentage points fewer than WIC participants in an LWA with an FNS-grant funded *Loving Support*® Peer Counseling program; 46 percent breastfed for six weeks or longer.

4.3 Funding to Local WIC Agencies for *Loving Support*® Peer Counseling Programs

4.3.1 Sources and Amount of Funding for the *Loving Support*® Peer Counseling Program

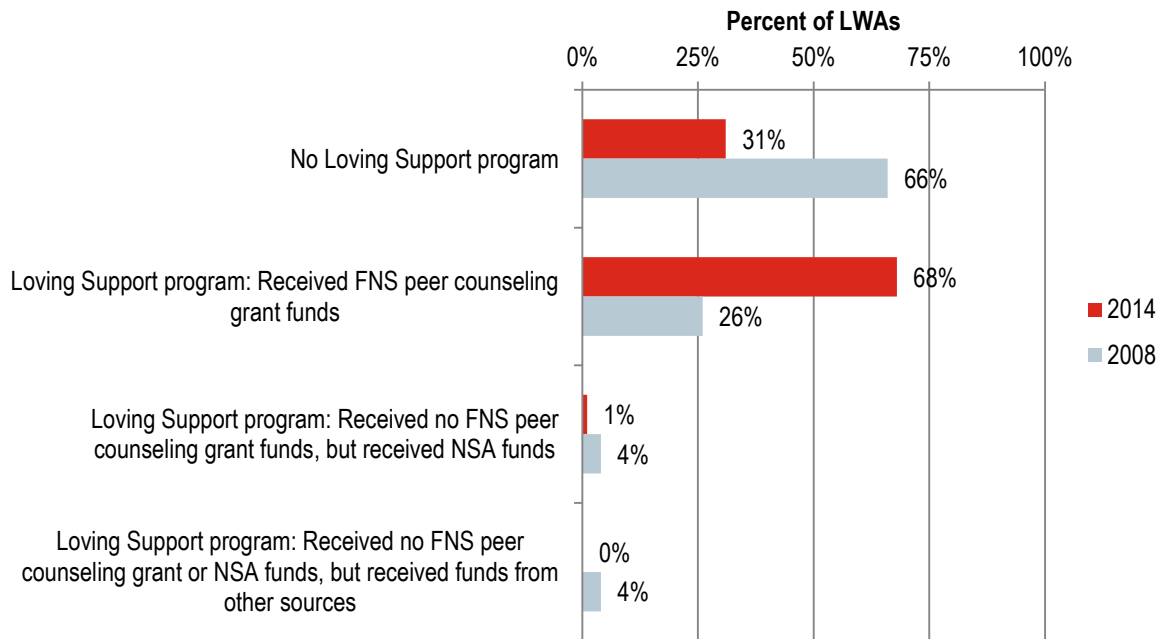
Across the 51 States, the total amount of expenditures reported by States in 2014 for local *Loving Support*® Peer Counseling programs was \$63.8 million. Of this total, \$55.9 million came from FNS breastfeeding peer counseling grant funding (88 percent).⁴⁰ States are free to supplement the funding they receive from the FNS breastfeeding peer counseling grant from NSA funds or from other sources. In fact, 17 of 51 States (33 percent) reported that they did supplement the FNS grant with these sources.^{41,42}

⁴⁰ *Source:* Survey of State WIC Agencies, 2014, Module 3, Item 3.2.

⁴¹ *Source:* Survey of State WIC Agencies, 2014, Module 3, Item 3.2.

LOCAL WIC AGENCIES AND STATE ALLOCATION OF SUPPORT

Exhibit 4.8 Local WIC Agencies Implementing *Loving Support*® Peer Counseling Programs and Their Funding Sources, 2014 and 2008, as Reported by State WIC Agencies (N=51)



Note: One local WIC agency in 2014 operated a *Loving Support*® Peer Counseling Program but the State reported no funding source for this LWA. This agency was excluded from this analysis.

Sources: Survey of State WIC Agencies, 2014, Module 3, Item 3.2; and USDA (2010), Exhibit 4.1, page 49.

Missing: None.

Reliance on NSA or other funds had declined by 2014 compared to 2008. A much larger proportion of LWAs with a *Loving Support*® Peer Counseling program received a share of the State’s FNS breastfeeding peer counseling grant in 2014 (68 percent) than in 2008 (26 percent) (Exhibit 4.8). In addition, by 2014 just one percent of LWAs were receiving NSA but no FNS grant funds compared to four percent of LWAs in 2008, and no LWAs in 2014 with a *Loving Support*® Peer Counseling program were receiving only non-NSA or non-FNS grant funds to support the program, compared to four percent of LWAs in 2008.

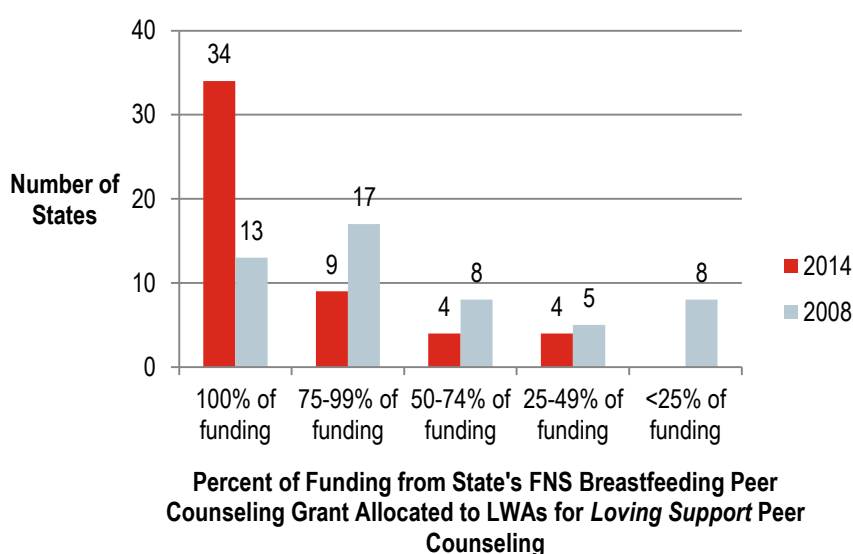
In 2014, by far the largest source of support for the *Loving Support*® Peer Counseling Program was the FNS breastfeeding peer counseling grant. Thirty-four State agencies reported that 100 percent of program funds that were provided directly to LWAs came from the FNS grant (Exhibit 4.9). Nine agencies reported that between 75 and 99 percent of the funding came from the grant. Only eight State agencies reported that less than 75 percent of funding for the *Loving Support*® Peer Counseling Program came from the FNS grant.

⁴² Forty States also allowed LWAs to supplement the funds they received for operating *Loving Support* Peer Counseling programs using their own NSA funds that the LWA received from the State (*Source:* Survey of State WIC Agencies, 2014, Module 3, Item 3.4). The survey did not ask State agencies to report on or estimate these amounts.

LOCAL WIC AGENCIES AND STATE ALLOCATION OF SUPPORT

By 2014, States had come to rely much more heavily than in 2008 on the FNS breastfeeding peer counseling grant funds to support the *Loving Support*® Peer Counseling Program at the local level. The percentage of States reporting that their LWAs' *Loving Support*® Peer Counseling programs were supported solely by funds from their State's FNS breastfeeding peer counseling grant in 2014 increased substantially since 2008 when just 13 States estimated that their LWAs peer counseling programs were funded from this source alone. Moreover, in 2008, 21 States (41 percent) reported that less than 75 percent of the funding for their LWAs' *Loving Support*® Peer Counseling programs came from the FNS grant compared to just eight States in 2014.

Exhibit 4.9 Percentage of Funding Allocated to Local WIC Agencies for *Loving Support*® Peer Counseling from Peer Counseling Grant Funds, 2014 and 2008 (N=51)



Note: In 2014, States reported funding sources and amounts for each of their LWAs operating a *Loving Support*® Peer Counseling Program; in 2008, States estimated the percentage of LWAs with funding from the FNS grant, NSA funds, and other sources. Four States (Alabama, Louisiana, New Mexico and Wyoming) did not indicate on the 2014 survey the LWAs or local areas in which *Loving Support*® Peer Counseling services were offered nor the amount of funding for peer counseling provided to LWAs that offered these services; an additional two States (Delaware, South Dakota) indicated which LWAs offered these services but did not indicate the amount of funding for peer counseling provided to these LWAs. Follow-up telephone calls with State WIC agency officials revealed that these six States do not provide funding for peer counseling directly to LWAs but manage these funds at the State level and allocate peer counseling services according to requests from local clinics. Three States (Alabama, Louisiana, New Mexico) indicated that *Loving Support*® Peer Counseling services were available to WIC participants in all of their LWAs; one State (Wyoming) indicated which LWAs made peer counseling services available. In all six States, the share of peer counseling funding for each LWA in which peer counseling services were available was imputed based on State officials' descriptions of the relative availability of peer counseling services in each LWA. Arkansas reported no local entities in WIC PC 2008 or 2012, so its State agency was included as a single entity that operates the *Loving Support*® Peer Counseling Program.

Sources: Survey of State WIC Agencies, 2014, Module 3, Item 3.2; and USDA (2010), Exhibit 2.12, page 24.

Missing: None.

4.3.2 State Agency Decisions on Allocating *Loving Support*® Peer Counseling Funding to Local WIC Agencies

State agencies can choose to concentrate their FNS breastfeeding peer counseling grant funding on a relatively small number of LWAs or spread resources more broadly to a larger number of LWAs.

LOCAL WIC AGENCIES AND STATE ALLOCATION OF SUPPORT

They can also choose to preserve some grant funds for State-level administration of the *Loving Support* Peer Counseling Program, such as monitoring and training. Thirty-one States (61 percent) in 2014 reported that their strategy was to distribute their peer counseling funds as broadly as possible and slightly more than half (26 States; 51 percent) reserved some of their grant funds for State-level *Loving Support* Peer Counseling Program support (Exhibit 4.10).

These results differ greatly from how State agencies in 2008 were distributing their FNS grant funding. In 2008, the majority of States reported that they focused the FNS grant funds on a small number of sites (30 States; 59 percent) and less than one-third chose to distribute the funds to as many sites as possible (14 States; 27 percent). By 2014, this pattern had reversed, with most States distributing the grant funds as widely as possible (31 States; 61 percent) and fewer than half reporting that they focused the funds on a small number of sites (18 States; 35 percent). About the same number of States in 2014 (26; 51 percent) as in 2008 (28; 55 percent) held some of the grant funds for use at the State level.

Exhibit 4.10 How State Agencies Chose to Allocate FNS Breastfeeding Peer Counseling Grant Funds, 2014 and 2008 (N=51)

Spending Method Chosen by State Agencies	2014		2008	
	Number	Percent	Number	Percent
We chose to distribute the grant funds to as many sites as possible rather than concentrating funding on relatively few sites.	31	61%	14	27%
We chose to use some <i>Loving Support</i> grant funds at the state level (e.g., for staff training, planning, etc.).	26	51%	28	55%
We chose to focus the grant funds on a small number of sites, rather than trying to make funding available to all sites.	18	35%	30	59%
We chose initially to focus the grant funds on sites that were beginning peer counseling programs.	16	31%	17	33%
We chose initially to focus the grant funds on sites that were enhancing existing peer counseling programs.	12	24%	12	24%
Other	1	2%	6	12%

Note: Results do not sum to 100 percent because multiple responses were permitted.

Sources: Survey of State WIC Agencies, 2014, Module 1, Item 1.7; and USDA (2010), Exhibit 2.13, page 25.

Missing: None.

4.3.3 Amount of *Loving Support* Peer Counseling Funding per Pregnant WIC Participant Receiving WIC Services

Although States do not consistently collect data from LWAs about the number of WIC participants in *Loving Support* Peer Counseling programs, the study calculated a proxy for the per capita amount of funding that LWAs used for each participant of the *Loving Support* Peer Counseling Program. This proxy is the amount spent on *Loving Support* Peer Counseling per pregnant WIC participant receiving WIC services at an LWA offering the *Loving Support* Peer Counseling program. In 2014, across the 51 States, the average amount of funds from the FNS breastfeeding peer counseling grant for *Loving Support* Peer Counseling was \$140 per pregnant WIC participant in local agencies operating the program, but the amount ranged greatly from \$12 to \$765 per pregnant WIC

LOCAL WIC AGENCIES AND STATE ALLOCATION OF SUPPORT

participant.^{43,44} The distribution of this proxy measure of per capita funding shows that most States spent between \$50 to \$99 per pregnant WIC participant (23 States; 45 percent) or \$100 to \$149 per pregnant WIC participant (12 States; 24 percent); just three States spent \$300 or more per pregnant WIC participant (see Exhibit 4.11).

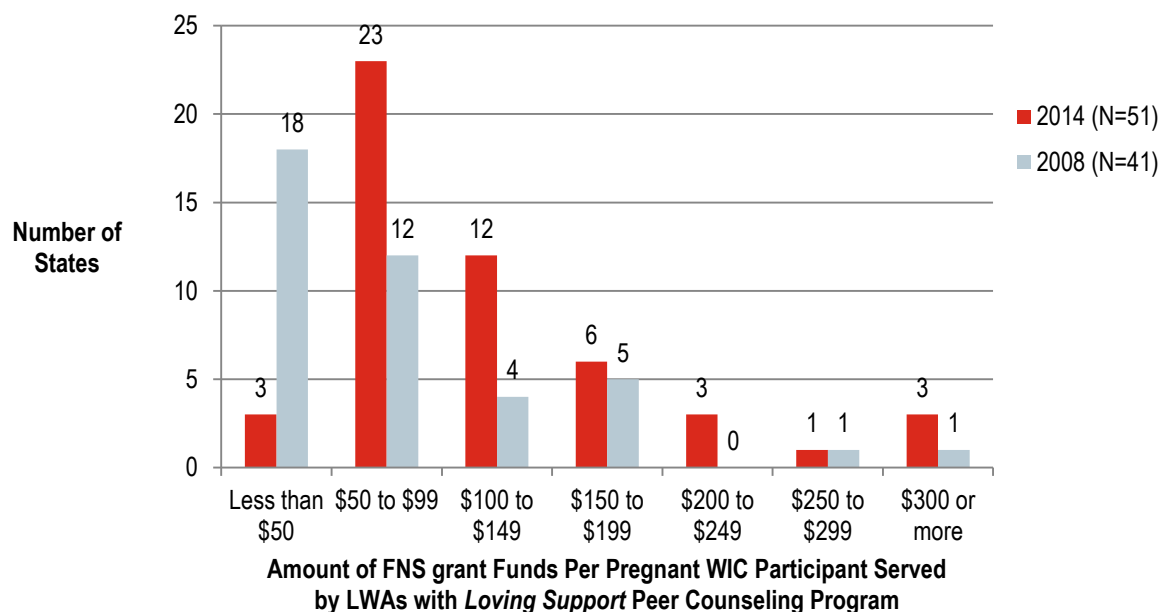
Compared to 2008, per pregnant WIC participant funding from States' FNS grants for those women served by an LWA with a *Loving Support*® Peer Counseling program had increased by 65 percent: in 2008, the average spending across State agencies per pregnant WIC participant amount was \$85 and ranged from \$11 to \$691; by 2014, this average had increased to \$140. The distribution of funding also shows an overall increase, on average, in the amount of FNS grant funds that State agencies expended per pregnant WIC participant in LWAs with the peer counseling program: in 2008, 18 States (43 percent) were spending less than \$50 of FNS grant funds per pregnant WIC participant served by an LWA with the *Loving Support*® Peer Counseling program, compared to three States (six percent) in 2014; in 2008, 12 States (29 percent) were spending \$50 to \$99 of these funds per pregnant WIC participant in LWAs with the program; by 2014, 23 States (45 percent) were spending this amount. Finally, in 2008, 11 States (27 percent) were spending \$100 or more whereas in 2014, 25 States (49 percent) were spending \$100 or more.⁴⁵

⁴³ Source: Survey of State WIC Agencies, 2014, Module 3, Item 3.2, and special tabulations using WIC PC 2012 Census Files.

⁴⁴ Information either on the specific LWAs implementing *Loving Support* Peer Counseling (and therefore, in addition, the funding used to implement the peer counseling program) was not available for Alabama, Louisiana, New Mexico or Wyoming. Information on the specific funding amounts used for *Loving Support* Peer Counseling in local agencies where the program was being implemented was not available for Delaware, South Dakota and Wyoming. Data needed for the analysis for these States was collected during follow-up telephone calls with State WIC agency staff.

⁴⁵ Source for 2008 data: Calculations using WIC PC 2008 Census Files and data used to create USDA (2010), Exhibit 2.17, page 27.

Exhibit 4.11 Number of States by Average Amount of FNS Peer Counseling Grant Funds per Pregnant WIC Participant in LWAs Implementing *Loving Support*® Peer Counseling, 2014 and 2008



Note: Four States (Alabama, Louisiana, New Mexico and Wyoming) did not indicate on the 2014 survey the LWAs or local areas in which *Loving Support*® Peer Counseling services were offered nor the amount of funding for peer counseling provided to LWAs that offered these services; an additional two States (Delaware, South Dakota) indicated which LWAs offered these services but did not indicate the amount of funding for peer counseling provided to these LWAs. Follow-up telephone calls with State WIC agency officials revealed that these six States do not provide funding for peer counseling directly to LWAs but manage these funds at the State level and allocate peer counseling services according to requests from local clinics. Three States (Alabama, Louisiana, New Mexico) indicated that *Loving Support*® Peer Counseling services were available to WIC participants in all of their LWAs; one State (Wyoming) indicated which LWAs made peer counseling services available. In all six States, the share of peer counseling funding for each LWA in which peer counseling services were available was imputed based on State officials’ descriptions of the relative availability of peer counseling services in each LWA. Arkansas reported no local entities in WIC PC 2008 or 2012, so its State agency was included as a single entity that operates the *Loving Support*® Peer Counseling Program.

Sources: Survey of State WIC Agencies, 2014, Module 3, Item 3.2; special tabulations using WIC PC 2008 and 2012 Census Files; and calculations based on data used to create USDA (2010), Exhibit 2.17, page 27.

Missing: 2014: None. 2008: 10 States.

4.4 Summary: Local WIC Agencies’ Operation of *Loving Support*® Peer Counseling Programs and State Allocation of Support

This chapter provides a national snapshot showing where the *Loving Support*® Peer Counseling Program is being implemented and how widely the program is offered within and across States. In 2014, about 70 percent of LWAs across the nation operated *Loving Support*® Peer Counseling programs. Among the seven FNS regions, the program was more prevalent among LWAs in the Southwest and Northeast relative to the share of all LWAs for which these regions account and less prevalent in the Mountain Plains and Western regions relative to these regions’ share of all LWAs.

In 2014, 19 of the 51 States had implemented the *Loving Support*® Peer Counseling Program in all of their LWAs; another eight State agencies had implemented the program in more than three-quarters

LOCAL WIC AGENCIES AND STATE ALLOCATION OF SUPPORT

of their LWAs. Most (76 percent) LWAs with a *Loving Support*® Peer Counseling Program served 116 or more pregnant WIC participants (i.e., they were large or medium sized LWAs), but 24 percent served fewer than this number. Because the peer counseling program was so widely implemented (with 33 States serving 75 percent or more of their WIC participants in an LWA with the program), the racial and ethnic background of women receiving WIC services in LWAs offering *Loving Support*® Peer Counseling mirrored that of women WIC participants overall with 63 percent white, 37 percent Hispanic/Latina, 21 percent Black/African American, and 16 percent other racial/ethnic compositions receiving WIC services in those LWAs.

Breastfeeding outcomes for WIC participants served by LWAs with *Loving Support*® Peer Counseling program in 2014 funded by the FNS breastfeeding peer counseling grant were virtually identical to those for the WIC population nationwide. In contrast, for WIC participants in an LWA without the program, rates of breastfeeding initiation and breastfeeding prevalence were slightly lower than in the national WIC population.

In 2014, the *Loving Support*® Peer Counseling program was more widely available than in 2008. In 2014, 70 percent of all LWAs were operating a program compared to 33 percent of all LWAs in 2008.⁴⁶ Within States, higher percentages of LWAs offered the program in 2014 than in 2008: 36 States (71 percent) operated the program in more than half of their LWAs in 2014, compared to just 14 States (27 percent) in 2008. In addition, larger percentages of WIC participants in 2014 than in 2008 were served by an LWA with the program (in 45 States, more than half of WIC participants were served by such an agency in 2014; the number of such States in 2008 was 19). By 2014, a shift had also occurred in terms of the distribution of the peer counseling program by LWA size; in 2014 agencies implementing *Loving Support*® Peer Counseling programs tended to be distributed more evenly among “small”, “medium” and “large” size agencies. In 2014, 24 percent of agencies were “small”, 36 percent were “medium” and 40 percent were “large.” In comparison, in 2008, 14 percent were “small”, 34 percent were “medium” and 52 percent were “large.” The race and ethnicity of WIC participants in LWAs with the program were virtually identical to the race and ethnicity of WIC participants nationally, and largely unchanged since 2008. As implementation of the program spread to a greater percentage of LWAs, breastfeeding outcomes in LWAs with the program in 2014 showed a small improvement in the rates of breastfeeding initiation compared to LWAs with the program in 2008.

The amount of funding that LWAs used *per pregnant WIC participant* receiving WIC services at an LWA offering the *Loving Support*® Peer Counseling program increased by 65 percent between the two time periods. In 2014, across the 51 States, the average amount of funds from the FNS breastfeeding peer counseling grant for *Loving Support*® Peer Counseling was \$140 per pregnant WIC participant in local agencies operating the program. In 2008, the average spending per WIC participant was \$85. In both time periods, the range of spending per WIC participant was large; in 2014, spending for the *Loving Support*® Peer Counseling program ranged from \$12 to \$765; in 2008, the range was between \$11 and \$691.

⁴⁶ USDA (2010), page 49.

5. State Guidance and Support for *Loving Support*® Peer Counseling Program Implementation

As shown in Exhibit 1.2, the *Loving Support*® Peer Counseling model includes a number of required or recommended components to maximize the effectiveness of the program and ensure that the program as implemented with fidelity. States are expected to follow FNS guidance, provided in the “*Loving Support*® © Through Peer Counseling: A Journey Together – For WIC Managers” training on best practices and research-based recommendations when implementing the program locally, but have some flexibility to adapt particular aspects of the program model taking their State and local context into account. Following FNS guidance, for example, States may determine specific job qualifications for local peer counseling coordinators and peer counselors, wage levels for peer counselors, and the specific services provided including the timing, frequency and modes of contact between peer counselors and WIC participants. States also can choose to give local agencies the flexibility to tailor some other aspects of the peer counseling program to the needs of their communities and WIC populations, so long as local implementation is consistent with FNS guidance.

Research Question 4: What guidance do State agencies give regarding *Loving Support* peer counselors' recruitment, training, caseload, provision of services, and supervision?

This chapter, addressing the study’s Research Question 4, begins with an overview of the amount and types of guidance that State agencies provided LWAs, especially regarding the major program components in the *Loving Support*® Peer Counseling model. The chapter then describes State agencies’ recommended or required procedures for referring WIC participants to lactation consultants or other professionals; guidelines for hiring local peer counseling coordinators and peer counselors, as well as job requirements for these staff; guidance regarding the types of collaborations LWAs should pursue with community organizations; and concludes with discussion of State agencies’ guidance on the types of compensation, training and support, and supervision that LWAs should provide peer counselors. Chapter 6 continues with a discussion of State guidelines for the services provided by peer counselors including the timing, frequency, mode and, for in-person peer counseling, the locations of contacts between peer counselors and WIC participants.

5.1 Type and Amount of Guidance Provided to Local WIC Agencies

State agencies provided extensive guidance to LWAs about how they should implement *Loving Support*® Peer Counseling programs (Exhibit 5.1). Ninety percent or more of the 51 State agencies (46 States) surveyed in 2014 provided written guidance to LWAs about (1) the roles and responsibilities of local peer counseling coordinators; (2) the qualifications and appropriate job activities of peer counselors; (3) the types and amount of initial training; (4) ongoing support and supervision that peer counselors receive; (5) the types of contacts between peer counselors and WIC participants; (6) the timing of peer counselors’ first contact with pregnant WIC participants or those who had recently given birth; and (7) the documentation of peer counselors’ interactions with these WIC participants.

STATE GUIDANCE FOR PROGRAM IMPLEMENTATION

Exhibit 5.1: States That Provided Written Guidance to Local WIC Agencies for *Loving Support*® Peer Counseling Program Components (N=51)

State agency provides written guidance to local WIC agencies about the <i>Loving Support</i> ® Peer Counseling Program Component	State Agencies, 2014		State Agencies, 2008	
	Number	Percent	Number	Percent
The qualifications of local WIC peer counselors	51	100%	51	100%
The nature and amount of initial and ongoing training and support that peer counselors receive	51	100%	45	88%
The role, responsibilities, and qualifications of local WIC peer counseling coordinators	50	98%	49	96%
Peer counselors' job activities (e.g., duties related to staff training, making referrals, service documentation and program administrative tasks)	50	98%	51	100%
Documentation of peer counselors' interactions with WIC participants	50	98%	49	96%
The types of contact (i.e., in-person, telephone) that peer counselors have with WIC participants	48	94%	48	94%
Locally and/or State-offered training on breastfeeding and/or role of peer counselors <u>other than</u> training related to <i>Loving Support</i> ® Peer Counseling	47	92%	42	84%
The timing of peer counselors' first contact with pregnant women or new mothers (e.g., during pregnancy, in hospital)	46	90%	48	94%
Supervision and job monitoring of peer counselors	46	90%	48	94%
The frequency of peer counselors' contact with program participants	45	88%	45	88%
The content of peer counseling activities with clients (e.g., topics/issues to discuss with clients, educational activities) and participants	45	88%	48	94%
Procedures for referrals of <i>Loving Support</i> ® peer counseling participants to other related services	42	82%	43	84%
Whether local peer counselors are available to clients outside the usual clinic hours	41	80%	47	92%
The settings where peer counseling services are provided to clients	41	80%	46	90%
Establishing community partnerships in support of the <i>Loving Support</i> ® peer counseling program	35	69%	32	63%
Wages or benefits and career paths for peer counselors	28	55%	43	84%
Peer counselors' caseloads or the number of clients for each peer counselor	18	35%	23	45%
The maximum length of time that WIC participants may receive peer counseling	17	33%	15	29%

Sources: Survey of State WIC Agencies, 2014, Module 4, Items 4.1, 4.4, 4.7a, 4.8, 4.16, 4.18, 4.20, 4.24, 4.33, 4.36, 4.43, 4.48, 4.50-4.52, 4.54-4.55; and USDA (2010) Exhibit 3.1, page 31.

Missing: 2014: 1 State did not respond to Item 4.54 (procedures for referrals of *Loving Support*® peer counseling participants to other services).

STATE GUIDANCE FOR PROGRAM IMPLEMENTATION

In addition, 88 percent (45) of State agencies provided guidance about the frequency and content of peer counseling contacts, and 80 percent (40 State agencies) provided guidance about the availability of peer counselors outside regular WIC clinic hours and appropriate settings for in-person peer counseling services. Fewer than half provided guidance about peer counselors' caseloads (35 percent, 18 State agencies) or the maximum duration WIC participants could receive peer counseling services (33 percent, 17 State agencies). Over half (55 percent; 28 State agencies) gave guidance about peer counselors' wages, benefits or career paths, and more than two-thirds (69 percent, 35 State agencies) gave LWAs guidance about establishing community partnerships to support their peer counseling programs.

There was a lot of consistency in areas where State agencies gave guidance to LWAs between 2008 and 2014. For 10 of the 17 program areas specified in Exhibit 5.1, the proportion of State agencies providing guidance to LWAs in 2014 differed by five or fewer percentage points than the proportion in 2008. There were some differences between the two time periods, however. For instance, a greater percentage of States in 2014 than in 2008 (51 States, 100 percent versus 45 States, 88 percent) gave guidance about the nature and amount of initial and ongoing training and support peer counselors should receive, and a greater proportion of States gave guidance to LWAs about community partnerships (35 States, 69 percent in 2014; 32 States, 63 percent in 2008). In contrast, fewer State agencies in 2014 than in 2008 gave LWAs guidance about wages or benefits and career paths for peer counselors (28 States, 55 percent in 2014; 43 States, 84 percent in 2008) or the accessibility of peer counselors outside of clinic hours (41 States, 80 percent in 2014; 47 States, 92 percent in 2008). In addition, five fewer State agencies in 2014 than in 2008 provided guidance to LWAs about peer counselors' caseloads, but the proportion of States providing this guidance was below 50 percent at both time points.

Although State agencies have discretion to allow LWAs to make some of these implementation decisions, 92 percent of all State agencies (47) provided guidance on 11 or more of the 17 specified program areas (Exhibit 5.2). The level of State guidance was consistent with that offered in 2008, when nearly the same percentage (49 States; 96 percent) provided guidance on 11 or more of these program areas.

Exhibit 5.2: Amount of Written Guidance from State Agencies to Local WIC Agencies for Implementation of the *Loving Support*® Peer Counseling Program, 2008 and 2014 (N=51)

Number of Aspects of Program Implementation	2014		2008	
	Number	Percent	Number	Percent
No aspects of program implementation	0	0%	0	0%
1-5 aspects of program implementation	0	0%	2	2%
6-10 aspects of program implementation	4	8%	2	2%
11-16 aspects of program implementation	43	84%	43	84%
All 17 aspects of program implementation	4	8%	6	12%

Sources: Survey of State WIC Agencies, 2014, Module 4, Items 4.1, 4.4, 4.7a, 4.8, 4.16, 4.18, 4.20, 4.24, 4.33, 4.36, 4.43, 4.48, 4.50-4.52, 4.54-4.55; and USDA (2010), Exhibit 3.2, page 32.

Missing: 2014: 1 State did not respond to Item 4.54 (guidance for procedures for referrals of *Loving Support*® peer counseling participants).

5.2 State Guidance on Qualifications and Job Requirements for *Loving Support*® Peer Counseling Program Staff and Peer Counselors

The *Loving Support*® Peer Counseling Program model specifies that there be a peer counseling coordinator at the State and/or local level. This section describes State guidance as it relates to the job requirements and qualifications for the coordinator as well as for the paraprofessional peer counselors.

5.2.1 Guidance on Peer Counseling Coordinator Education and Experience

All but one of the 51 State agencies in 2014 reported providing written guidance to LWAs regarding the role, responsibilities and qualifications of LWA peer counseling coordinators.⁴⁷ Nearly half of those who gave guidance (24 agencies; 49 percent) recommended or required that peer counselor coordinators be International Board Certified Lactation Consultants (IBCLC) or be IBCLC eligible (Exhibit 5.3). Sixteen of the 22 State agencies that provided other individualized responses to this question required at least some training in lactation, including other certification training programs (e.g., Certified Lactation Counselor, CLC; Certified Lactation Educator, CLE; Certified Lactation Specialist, CLS) or periodic continuing education in lactation management. Three specified that coordinators be a Competent Professional Authority (CPA), which is a State-trained WIC staff person who is authorized to determine nutritional risks and prescribe supplemental foods.

In addition, 19 of the State agencies that provided guidance about peer counseling coordinators' education and certification levels (39 percent) recommended or required that they be a registered dietitian or nutritionist or have a bachelor's degree or higher.

⁴⁷ *Source:* Survey of State WIC Agencies, 2014, Module 4, Item 4.1.

STATE GUIDANCE FOR PROGRAM IMPLEMENTATION

Exhibit 5.3 State Agency Recommendations or Requirements for Local Peer Counseling Coordinators, 2014 and 2008

Recommended or Required Qualifications for Local Peer Counseling Coordinator	2014 (N=49)		2008 (N=46)	
	Number	Percent	Number	Percent
Education or Certification				
International Board Certified Lactation Consultant or IBCLC eligible	24	49%	16	36%
Registered dietitian or nutritionist	20	41%	16	36%
Bachelor's Degree or higher	19	39%	18	40%
Registered Nurse	16	33%	10	22%
Associate's Degree or higher	4	8%	4	9%
Other	22	45%	NA ^a	NA ^a
None of the above	4	8%	NA ^a	NA ^a
Experience, Skills, Other Qualifications				
Training in lactation management	40	82%	33	73%
Experience in breastfeeding promotion	38	78%	32	71%
Experience in program management	19	39%	15	33%
Personal experience in breastfeeding	16	33%	10	22%
Experience in peer counseling	7	14%	9	20%
Bilingual or multilingual	3	6%	1	2%
Other	7	14%	2	4%
None of the above	2	4%	NA ^a	NA ^a

Note: Results do not sum to 100 percent because multiple responses were permitted.

Sources: Survey of State WIC Agencies, 2014, Module 4, Items 4.2 and 4.3; and USDA (2010), Exhibit 3.3, page 33.

Missing: 2014: None; 2008: 3 States.

^a Because the relevant items in the Survey of State WIC Agencies, 2008 and the Survey of State WIC Agencies, 2014 differed, comparisons must be made with caution

In 2014, 49 States indicated that there were, in addition to education and credentials, specific experiences and skill sets recommended or required for peer counseling coordinators. Of the 49 State agencies indicating that they provided guidance on experience and qualifications for peer counseling coordinators, 39 (80 percent) indicated that they should have training in lactation management and 38 (78 percent) recommended or required experience in breastfeeding promotion. In addition, over one-third (35 percent) said their guidance recommends or requires that peer counselor coordinators have personal experience in breastfeeding. Of the seven State agencies who recommended or required other qualifications for peer counseling coordinators (14 percent), three mentioned prior experience with WIC services or the WIC participant population, and one specified that the coordinator herself be a current or former WIC participant.

Compared to State agencies' guidance for peer counseling coordinators' educational levels and job qualifications in 2008, the results in 2014 are mostly similar, but showed a greater emphasis on breastfeeding experience and/or lactation management training. In 2014, a greater proportion of States than in 2008 recommended or required that peer counseling coordinators at the local level: be IBCLC-certified or eligible (24; 49 percent in 2014; 16; 36 percent in 2008); be a registered nurse

(16; 33 percent in 2014; 10; 22 percent in 2008); and/or have personal experience with breastfeeding (16; 33 percent in 2014; 10; 22 percent in 2008).

5.2.2 Guidance on Peer Counselor Education and Experience

The *Loving Support*® Peer Counseling Program model requires that peer counselors be paraprofessionals,⁴⁸ be recruited and hired from the target population, and be available to WIC participants outside usual clinic hours and outside the WIC environment. State agency staff were asked about their guidance related to these and other job-related qualifications for peer counselors.

All 51 State agencies in 2014 provided written guidance to LWAs regarding education and qualifications of peer counselors.⁴⁹ Thirty-four State agencies (67 percent) indicated that being a “paraprofessional” was the only guidance given to LWAs on peer counselor qualifications as they relate to education or certifications and professional levels (Exhibit 5.4). Of those State agencies that recommended or required additional qualifications (17; 33 percent), 14 (82 percent) recommended or required that peer counselors have a high school diploma or equivalent (this represents just over-one quarter of all 51 State agencies, or 27 percent).

These results are very similar to those in 2008. In 2008, 18 State agencies recommended or required peer counselors to have completed high school or obtained a GED (compared to 14 State agencies in 2014); one State recommended or required a Bachelor’s degree and one recommended or required an Associate’s degree (no States in 2014 had recommended or required a college degree or higher). In 2008, 71 percent of State agencies (35 of the 49 States that responded) recommended or required peer counselors to be paraprofessionals, compared to 67 percent (34 States) in 2014.⁵⁰

⁴⁸ The *Loving Support* Peer Counseling Program model defines paraprofessional as “Those without extended professional training in health, nutrition, or the clinical management of breastfeeding who are selected from the group to be served and are trained and given ongoing supervision to provide a basic service or function. Paraprofessionals provide specific tasks within a defined scope of practice. They assist professionals, but are not licensed or credentialed as healthcare, nutrition, or lactation consultant professionals.” (see http://www.nal.usda.gov/wicworks/Learning_Center/FNS_model.pdf).

⁴⁹ *Source*: Survey of State WIC Agencies, 2014, Module 4, Item 4.4.

⁵⁰ Note, however, that in 2014, State agency respondents were asked if they had any recommendations or requirements for peer counselors *other than* that they meet the definition of a paraprofessional; in contrast, in 2008, respondents could select “paraprofessional” along with any other guidelines for peer counselors’ qualifications. These differences in survey items could account for discrepancies between the 2008 and 2014 results.

Exhibit 5.4 State Agencies that Provided Guidance to Local WIC Agencies on Minimum Educational Levels of Peer Counselors, 2014 (N=51)

Recommended or Required Peer Counselor Educational Levels	Number	Percent
No other educational qualifications or certifications other than being a paraprofessional are recommended or required (N=51)	34	67%
Among States that Recommended or Required Additional Qualifications (N=17)		
GED or high school completion	14	82%
Coursework or continuing education credits (CECs) in lactation management, nutrition or nursing	3	18%
Professional certification, e.g., Certified Lactation Counselor, International Board Certified Lactation Consultant or IBCLC eligible, registered dietician or nutritionist	2	12%
Associate's degree or higher	0	0%
Bachelor's degree or higher	0	0%
Master's degree or higher	0	0%
Other	1	6%

Notes: Results among States with recommended or required qualifications beyond being a paraprofessional do not sum to 100 percent because multiple responses were permitted.

Source: Survey of State WIC Agencies, 2014, Module 4, Item 4.5.

Missing: None.

In 2014, State agencies also reported fairly uniform guidance on the experiences and backgrounds that WIC peer counselors should have (Exhibit 5.5). All 51 State agencies (100 percent) recommended or required that peer counselors have current or previous breastfeeding experience and 50 (98 percent) recommended or required that they be enthusiastic about breastfeeding. Another 49 State agencies (96 percent) recommended or required that peer counselors be current or former WIC participants, and 42 (82 percent) that they project a positive image of the WIC program and philosophy. Four-fifths of State agencies (80 percent) recommended or required that peer counselors: (1) share the ethnic background of the LWA's targeted peer counseling participants; (2) speak the same language as this population; (3) have strong communication skills; and (4) be able to recognize when to refer a WIC participant receiving peer counseling for other services or specialists. More than one-half of States recommended or required that peer counselors live in the same community as peer counseling participants.

STATE GUIDANCE FOR PROGRAM IMPLEMENTATION

Exhibit 5.5 State Agency Guidance to Local WIC Agencies Regarding Peer Counselor Qualifications and Job Expectations, 2014 and 2008

Recommended or Required Qualifications for Local Peer Counselors	2014 (N=51)		2008 (N=49)	
	Number	Percent	Number	Percent
Qualifications				
Current or previous breastfeeding experience	51	100%	48	98%
Enthusiastic about breastfeeding	50	98%	46	94%
Current or previous WIC recipient	49	96%	38	78%
Project positive image of WIC, present information consistent with WIC philosophy	42	82%	26	53%
Ethnic background similar to the target peer counseling program participants	41	80%	29	59%
Speak the same language as the target peer counseling program participants	41	80%	32	65%
Have good interpersonal communication skills	41	80%	38	78%
Ability to recognize when to make referrals to other services, specialists, and programs	41	80%	36	73%
Live in the same community as the target peer counseling program participants	30	59%	31	63%
Age similar to the target peer counseling program participants	24	47%	21	43%
A good parenting model	15	29%	8	16%
Job Expectations: Availability				
Available to clients outside the usual clinic hours	50	98%	45	92%
Available to clients outside the WIC clinic setting	41	80%	41	84%
Other Job Expectations				
Have access to reliable transportation	36	71%	32	65%
Available to conduct peer counseling services for a minimum number of hours per week	24	47%	26	53%
Have own telephone	17	33%	31	63%
Willing to travel throughout the WIC service area	16	31%	13	27%
Minimum length (in months) of commitment to serve as peer counselor	1	2%	4	8%
Other job expectations	7	14%	3	6%
No other job expectations	9	18%	NA	NA

Note: Results do not sum to 100 percent because multiple responses were permitted.

Sources: Survey of State WIC Agencies, 2014, Module 4, Items 4.6a, 4.6b, 4.7a, and 4.7b; and USDA (2010), Exhibit 3.5, page 37.

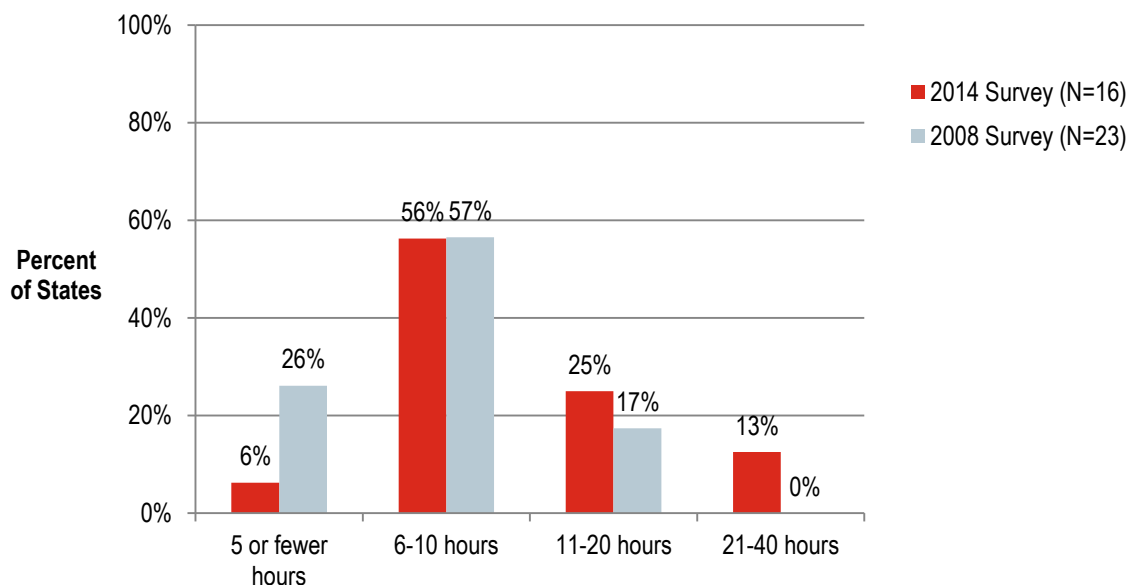
Missing: 2008: 2 States.

With respect to the expected job responsibilities of local peer counselors, 50 States (98 percent) recommended or required that peer counselors be available to WIC participants outside of regular WIC clinic hours, and four-fifths (41 States) suggested or mandated that peer counselors be available outside the WIC clinic itself. Another 36 States (71 percent) recommended or required that peer

counselors have access to reliable transportation, and nearly one-half (24 States; 47 percent) suggested or mandated that they work some minimum number of hours per week.

Of the 25 States that provided guidance on peer counselors' minimum number of hours per week, 19 indicated that they specified a particular minimum number, but six States did not provide this minimum; see Exhibit 5.6). Among State agencies that reported their specified minimum, 13 (81 percent) specified a weekly minimum number of hours ranging from 6 to 20 (Exhibit 5.6).

Exhibit 5.6 State Agencies' Recommendations or Requirements for Peer Counselors' Minimum Number of Hours Providing Peer Counseling Services, 2014 and 2008



Note: Percent of States rather than the number are shown because the number of States in 2014 (N=16) and 2008 (N=23) that specified a minimum number of weekly hours differed greatly.

Sources: Survey of State WIC Agencies, 2014, Module 4, Item 4.7b; and Survey of State WIC Agencies, 2008, Item 30.

Missing: 2008: 3 States; 2014: 8 States.

Compared to 2008, in 2014, the proportion of State agencies that issued guidelines to LWAs about qualifications for peer counselors increased. In 2014, 80 percent (41 agencies) recommended or required peer counselors to share an ethnic background with WIC participants targeted for peer counseling services compared to 59 percent (29) of agencies in 2008. Similarly, in 2014, 80 percent of State agencies recommended or required peer counselors to speak the same language as peer counseling program participants, compared to 65 percent (32) of State agencies that issued this guidance in 2008. The greatest differences between 2014 and 2008 were seen in States' emphasis on LWAs hiring peer counselors with direct experience as a WIC participant and/or projecting a positive image of WIC. In 2014, 96 percent of State agencies (49) recommended or required LWAs to hire peer counselors who were current or former WIC recipients, whereas in 2008, 78 percent of States agencies (38) gave this guidance. In 2014, 82 percent (42 agencies) recommended that peer counselors project a positive image of WIC, compared to just 53 percent of State agencies (26) in 2008. In addition, almost twice as many State agencies in 2014 (15 agencies) as in 2008 (eight agencies) recommended or required peer counselors be a good parenting role model.

Recommendations or requirements that peer counselors have their own telephone was the primary area in which the proportion of States issuing such guidance declined: in 2014, only one third of States (17 agencies; 33 percent) issued this recommendation or requirement, compared to 31 States (63 percent) in 2008. This decrease may reflect the fact that peer counselors were independently more likely to have their own telephones, obviating the need for States to issue specific guidelines, or it may reflect an increase in States or LWAs providing telephones or telephone access to peer counselors routinely.

In both 2014 and 2008 nearly half the State agencies (25 States in 2014; 23 in 2008) issued guidelines setting a minimum number of hours that peer counselors should work. Most States that reported a minimum set it between 6 and 10 hours per week (9 States, 56 percent of the States who reported a minimum number of hours in 2014; 13 States, 57 percent of States who reported a minimum in 2008). About half the States in both 2014 (27; 53 percent) and 2008 (23; 47 percent) allowed LWAs flexibility to determine the number of hours per week peer counselors worked.

5.2.3 State Guidance on Community Collaborations

The *Loving Support*® Peer Counseling model requires that LWAs establish community partnerships to enhance the effectiveness of the peer counseling program. Thirty-five State agencies (69 percent) reported that they provided written guidance to LWAs recommending or requiring that they establish such community partnerships, a figure that is close to the 32 State agencies (63 percent) in 2008 that issued such written guidance.⁵¹ Most frequently recommended or required (see Exhibit 5.7) were partnerships with hospitals (32 States; 94 percent), health clinics (30 States; 88 percent), or other community agencies (30 States; 88 percent). Fewer State agencies recommended or required establishing partnerships with other government agencies, schools, local food banks and emergency housing/homeless shelters. Other recommended or required partnerships mentioned by State agencies included local or community breastfeeding coalitions.

⁵¹ *Source:* Survey of State WIC Agencies, 2014, Module 4, Item 4.55.

Exhibit 5.7 Types of Organizations With Which State Agencies Recommended or Required Local WIC Agencies to Collaborate, 2014 (N=34)

	States with Guidance for Establishing Community Partnerships	
	Number	Percent
Hospitals	32	94%
Health clinics	30	88%
Other community agencies	30	88%
Child care centers	22	65%
Other government agencies	22	65%
Schools	15	44%
Emergency housing agencies/homeless shelters	14	41%
Local food banks	13	38%
Other	10	29%

Notes: Results do not sum to 100 percent because multiple responses were permitted.

Source: Survey of State WIC Agencies, 2014, Module 4, Item 4.56.

Missing: 1 State.

5.3 State Guidance on Providing Adequate Support for *Loving Support*® Peer Counselors

The *Loving Support*® Peer Counseling model requires that, in order to provide adequate support for peer counselors, States must establish standardized breastfeeding peer counseling program policies and procedures as part of their annual nutrition education plans. In addition, the model specifically requires that peer counselors be adequately compensated, trained, supervised and monitored. This section addresses State agencies' responses to these requirements. It begins by describing State agency guidance about: (1) caseloads maintained by peer counselors; (2) the pay and other compensation of peer counselors; and (3) the training, support and monitoring peer counselors receive.

5.3.1 State Agency Guidance on Peer Counselor Caseloads

In 2014, slightly more than one-third (18 agencies; 35 percent) of State agencies reported that they provide written guidance to local WIC agencies about peer counselors' caseloads and/or the number of clients assigned to each peer counselor.⁵² Twelve of these 18 States recommended or required (67 percent) that each WIC participant be matched to a single peer counselor for the duration of time she receives peer counseling services. Two-thirds of the 18 State agencies (12 agencies; 67 percent) reported no specific guidance about the maximum number of WIC participants a peer counselor is

⁵² *Source:* Survey of State WIC Agencies, 2014, Module 4, Item 4.33.

assigned.⁵³ In 2008, 23 State agencies, or 45 percent, provided guidance on peer counselors' caseloads.⁵⁴ (Further information was not available for 2008.)

5.3.2 State Agency Guidance for Peer Counselor Compensation

Twenty-eight State agencies (55 percent) in 2014 reported providing written guidance to LWAs about wages or benefits and career paths for peer counselors (Exhibit 5.8; see Appendix B, Exhibit B.2a for results for each State agency). Among the 28 State agencies that provide guidance on wages, benefits and/or career paths for peer counselors, 26 agencies (93 percent) reported requiring that all peer counselors be paid. Seventeen of the States agencies that require peer counselors to be paid (65 percent) set a minimum amount that peer counselors must be paid. Of these 17 agencies recommending a minimum wage for peer counselors, fewer than one-half (seven State agencies; 41 percent)⁵⁵ provided guidance that the peer counselors must be paid an amount at least equivalent to WIC-entry level wages. Fourteen (82 percent) of the 17 State agencies that set a minimum amount that peer counselors must be paid, reported that minimum wage. The average minimum wage specified by these 14 States was \$10.28 per hour.⁵⁶

Similar proportions of State agencies in 2008 issued guidance to LWAs regarding peer counselor wages (43 States; 84 percent); of these nearly all (40; 93 percent) recommended or required that peer counselors be paid, and 68 percent of these State agencies (27) recommended a minimum wage; finally, 44 percent of States that recommended a minimum wage (12) set the minimum amount to be equivalent to WIC entry-level wages.⁵⁷

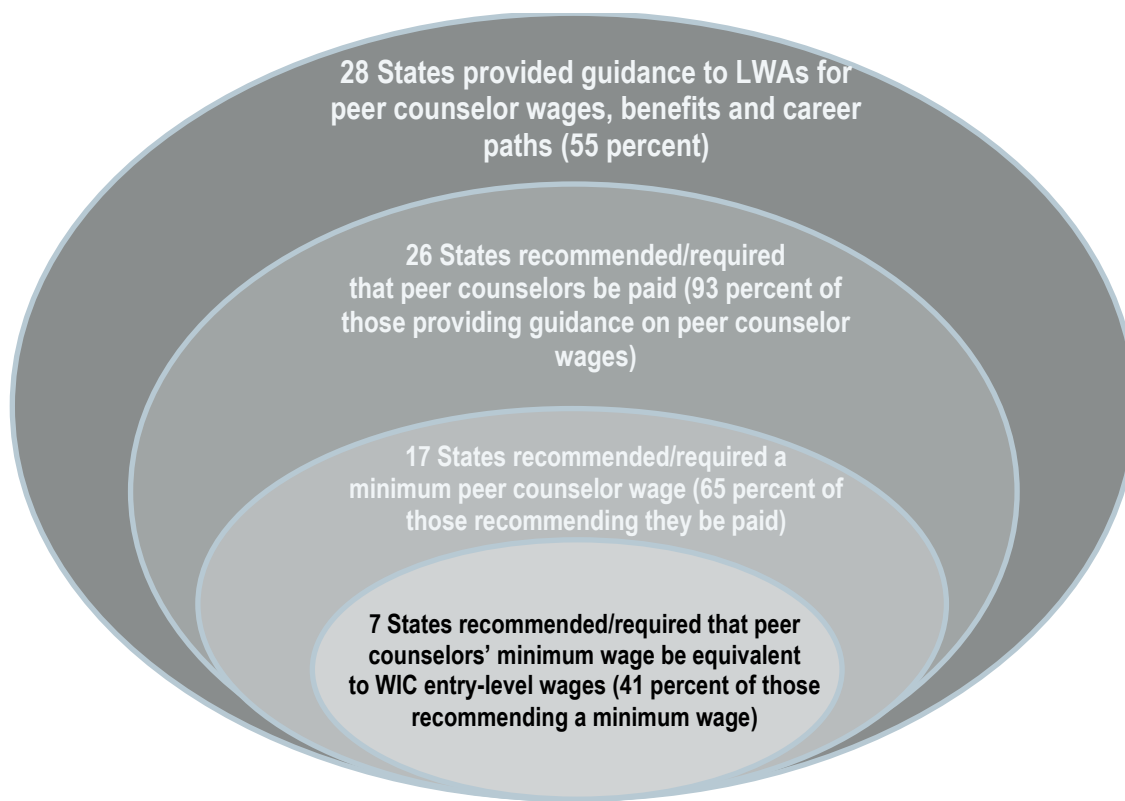
⁵³ *Source:* Survey of State WIC Agencies, 2014, Module 4, Items 4.34–4.35.

⁵⁴ *Source:* USDA (2010), Exhibit 3.1, page 31.

⁵⁵ Two of the 17 State agencies did not respond when asked if they recommended or required that peer counselors' minimum wage be equal to WIC entry-level wage. Of the 15 *non-missing* responses, seven States (47 percent) indicated that peer counselors' minimum wage be equivalent to the WIC entry-level wage.

⁵⁶ *Source:* Survey of State WIC Agencies, 2014, Module 4, Item 4.40. Three States did not respond to Item 4.40

⁵⁷ *Source:* USDA (2010), page 44.

Exhibit 5.8: State Agency Guidance Regarding Peer Counselor Wages, 2014

Note: Two of the 17 State agencies did not respond when asked if they recommended or required that peer counselors' minimum wage be equal to WIC entry-level wage. Of the 15 *non-missing* responses, seven States (47 percent) indicated that peer counselors' minimum wage be equivalent to the WIC entry-level wage.

Source: Survey of State WIC Agencies, 2014, Module 4, Items 4.36-4.39.

Missing: 2 States did not respond to Item 4.39.

In addition to providing guidance about wages for peer counselors, States may also provide guidance about non-wage compensation. In fact, 30 State agencies (59 percent) in 2014 reported that they issued guidelines to LWAs about non-wage compensation (e.g., travel reimbursement, paid leave) for peer counselors (see Appendix B, Exhibit B.2b for results for each State agency).⁵⁸ Twenty-eight of these 30 agencies provided further detail and all issued guidelines related to compensating peer counselors for expenses such as mileage and telephone charges (Exhibit 5.9). Fewer State agencies said they provide guidelines for health insurance, other benefits such as life or disability insurance, paid leave, and other forms of non-wage compensation (Exhibit 5.9).⁵⁹

⁵⁸ *Source:* Survey of State WIC Agencies, 2014, Module 4, Item 4.41.

⁵⁹ In 2008, 32 States, or 80 percent of the 40 that provided guidance to LWAs regarding peer counselor wages, benefits, or career paths, also provided guidance about non-wage compensation such as job-related expenses. Note that differences in the presentation of items in the 2008 and 2014 surveys suggest that comparisons be interpreted with caution. See USDA (2010), page 44.

Exhibit 5.9: Types of Non-Wage Compensation for which State Agencies Provided Guidelines, 2014 (N=28)

	Number	Percent
Compensation for job-related expenses (e.g., mileage, telephone charges)	27	96%
Health insurance benefits	8	29%
Other benefits (e.g. life, disability insurance)	8	29%
Paid leave	7	25%
Other non-wage compensation	1	4%

Notes: Results do not sum to 100 percent because multiple responses were permitted.

Source: Survey of State WIC Agencies, 2014, Module 4, Item 4.42.

Missing: 2 States.

5.3.3 State Agency Guidance for Peer Counselor Training and Support

As stated earlier, the *Loving Support*® Peer Counseling model requires that peer counselors receive training and support. All 51 State agencies (100 percent) in 2014 said they provide written guidance to LWAs about the nature and amount of initial and ongoing training and support that peer counselors receive.⁶⁰ More than three-quarters also had guidelines on the amount of ongoing training and types of ongoing support LWAs should provide to peer counselors (Exhibit 5.10).

Exhibit 5.10: State Agencies with Guidance on Training or Support for Peer Counselors, 2014 (N=51)

Guidance Provided on:	Number	Percent
Minimum types and levels of initial training	51	100%
Amount of ongoing training	39	76%
Types of ongoing support	41	80%

Notes: Results do not sum to 100 percent because multiple responses were permitted.

Source: Survey of State WIC Agencies, 2014, Module 4, Items 4.43 to 4.46.

Missing: None.

Among the 41 agencies in 2014 that provided guidance on the types of staff support for peer counselors (Exhibit 5.11), all had similar guidance. All 41 agencies said that peer counselors should have regular contact with a supervisor, 40 agencies (98 percent) said that they should participate in staff meetings, 39 agencies (95 percent) said they should have access to breastfeeding consultants; 36 agencies (88 percent) specified that they should have opportunities to meet regularly with peer counselors and 33 (80 percent) said that they should have opportunities to shadow experienced peer counselors or lactation consultants (Exhibit 5.11). By 2014, five more State agencies than in 2008 were recommending or requiring LWAs to provide peer counselors opportunities to participate in regular WIC clinic meetings (40 States; 98 percent, compared to 35 States; 85 percent in 2008); there were no other major differences.

⁶⁰ *Source:* Survey of State WIC Agencies, 2014, Module 4, Item 4.43.

Exhibit 5.11 Specific Areas in which State Agencies Provided Guidelines Regarding Staff Support for Peer Counselors, 2014 and 2008

	State Agencies with Guidance, 2014 (N=41)		State Agencies with Guidance, 2008 (N=41)	
	Number	Percent	Number	Percent
Regular contact with local peer counseling supervisor	41	100%	40	98%
Participation in WIC agency or clinic staff meetings	40	98%	35	85%
Access to breastfeeding consultants and other experts	39	95%	37	90%
Opportunities to meet regularly with other peer counselors	36	88%	35	85%
Opportunities to shadow experienced peer counselors and/or lactation consultants	33	80%	NA	NA
Other	6	15%	NA	NA

Note: Results do not sum to 100 percent because multiple responses were permitted.

Sources: Survey of State WIC Agencies, 2014, Module 4, Item 4.47; and USDA (2010), Exhibit 3.13, page 46.

Missing: None.

5.3.4 State Agency Guidance for Monitoring and Supervision of Peer Counselors

State agency guidance on peer counselor job monitoring and supervision was common. Forty-six State agencies (90 percent) said that they provided written guidance to LWAs about their supervision and monitoring of peer counselors.⁶¹ The most frequently-cited areas in which State agencies gave guidance on peer counselor supervision and job monitoring were periodic reviews of contact logs (42 agencies; 91 percent; see Exhibit 5.12) and observation by peer counselor coordinators or supervisors (42 agencies; 91 percent). Finally, virtually all State agencies (50; 98 percent) provided written guidelines to LWAs about the scope of peer counselors' responsibilities and a large majority (45; 88 percent) also had recommendations or requirements for the content of peer counselors' interactions with clients.⁶²

More States in 2014 (29 States; 63 percent) than in 2008 (21 States, 44 percent) recommended a formal performance evaluation of peer counselors, but otherwise there was few differences at these two points in time in the number of States that issued other types of guidance about the monitoring of peer counselors.

⁶¹ *Source:* Survey of State WIC Agencies, 2014, Module 4, Item 4.48.

⁶² *Source:* Survey of State WIC Agencies, 2014, Module 4, Items 4.50 and 4.51.

Exhibit 5.12 Areas in which State Agencies Provided Written Guidance about Supervision and Job Monitoring of Peer Counselors, 2014 and 2008

	States with Guidance on Supervision and Monitoring of Peer Counselors, 2014 (N=46)		States with Guidance on Supervision and Monitoring of Peer Counselors, 2008 (N=47)	
	Number	Percent	Number	Percent
Periodic review of client contact logs/activity records by coordinator/supervisor	42	91%	43	90%
Observation of <i>Loving Support</i> ® Peer Counseling activities by coordinator/supervisor	42	91%	39	81%
Attendance of <i>Loving Support</i> ® peer counselors in WIC staff meetings	38	83%	41	85%
Review of peer counselors' time sheets, travel vouchers, phone logs, paperwork	37	80%	38	79%
Formal performance evaluation/review of <i>Loving Support</i> ® peer counselors	29	63%	21	44%
Monitoring client participation and retention rates for individual peer counselors	25	54%	21	44%
Other	3	7%	NA	NA

Notes: Results do not sum to 100 percent because multiple responses were permitted.

Sources: Survey of State WIC Agencies, 2014, Module 4, Item 4.49; and USDA (2010), Exhibit 3.14, page 47.

Missing: 2014: None. 2008: 1 State.

5.4 Summary: State Guidance and Support of LWA *Loving Support*® Program Implementation

The areas that State agencies identified as topics where they provided guidance to support LWAs' implementation of the *Loving Support*® Peer Counseling Program largely were in keeping with the *Loving Support*® Peer Counseling model. For instance, in 2014, all but one of the 51 State agencies gave guidance on local peer counselor coordinators' role, responsibilities, and qualifications (see Exhibit 5.1). All but one of the 51 State agencies in 2014 gave similar types of guidance for peer counselors. Two-thirds of these agencies (34) indicated that peer counselors needed no certifications or education other than meeting the criteria for paraprofessional status. Of the one-third (17) that recommended or required a minimum level of education, most required a GED or high school completion. All State agencies recommended or required that peer counselors have current or previous breastfeeding experience and most agencies recommended or required peer counselors be enthusiastic about breastfeeding and be a current or former WIC participant. All but one of the 50 State agencies (98 percent) with guidance on peer counselors' job responsibilities had recommendations or requirements regarding peer counselors' availability outside of the clinic hours and 41 of these agencies (80 percent) gave guidance on availability to WIC participants outside of the clinic setting.

There was more variation in 2014 in terms of whether State agencies gave written guidance in some areas related to providing *Loving Support*® peer counselors with various types of support. Slightly more than one-third (18 agencies; 35 percent) gave guidance related to peer counseling caseloads;

STATE GUIDANCE FOR PROGRAM IMPLEMENTATION

slightly more than one-half (28 agencies; 55 percent) gave guidance on compensation levels for peer counselors.

Although the guidance that States issued in 2014 was largely similar overall to that in 2008, some differences emerged in the qualifications States recommended for local peer counseling coordinators and for peer counselors. A greater number of States in 2014 than in 2008 emphasized the importance of IBCLC or other lactation management training or certification for peer counseling coordinators. More States in 2014 than in 2008 recommended that LWAs hire peer counselors who were similar to program participants in terms of ethnicity, languages spoken, and having been a WIC participant. States also recommended that LWAs seek peer counselors who would serve as good parenting role models and who would represent a positive image of the WIC program. There were few meaningful differences in the proportion of State agencies providing guidance about peer counselors' compensation, or training; however, a greater number of States in 2014 than in 2008 recommended or required LWAs to conduct a formal performance evaluation of their peer counselors.

6. State Guidance on Services Provided by *Loving Support*® Peer Counselors

This chapter describes State agency guidance about services provided by peer counselors for the *Loving Support*® Peer Counseling Program, answering the study's Research Question 5. The first section discusses State recommendations or requirements for timing and frequency of peer counselor contacts. The second section describes State agency guidance on the types of contacts between WIC participants and peer counselors, in terms of mode and setting. The following section then provides information about the estimated proportion of peer counseling contacts actually made by mode and setting. The final section describes State agency guidance about the types of information that *Loving Support*® peer counselors should collect about the program services that were offered and/or received.

Research Question 5: What guidance do State agencies give regarding the services provided by local agencies implementing the *Loving Support* Peer Counseling Program?

6.1 Guidance for Timing and Frequency of Peer Counseling Contacts

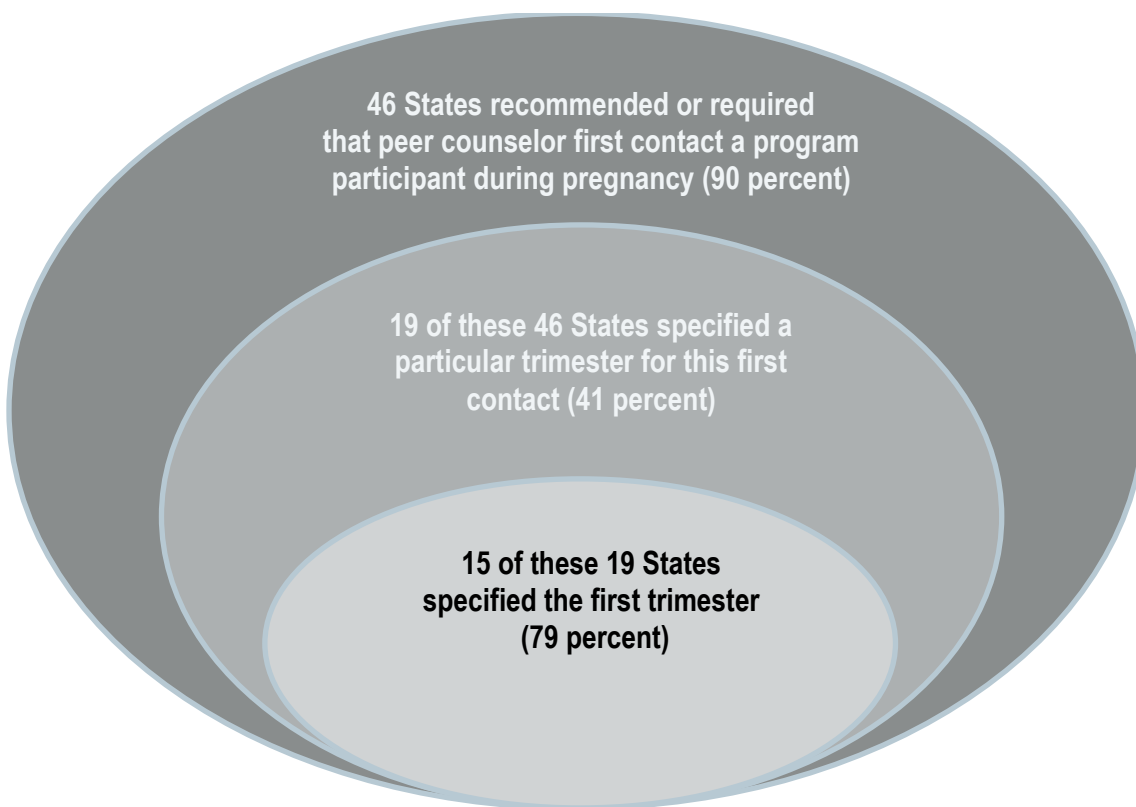
Forty-six of the 51 State agencies (90 percent) provided written guidance to LWAs about the timing of peer counselors' contacts with WIC participants and 45 of the 51 State agencies (88 percent) provided guidance about the frequency of peer counselors' contact with WIC participants.⁶³ Guidance on the timing and frequency of these contacts differed for WIC participants who were pregnant and those who had recently delivered. Overall, these results replicate the patterns observed in 2008, when 48 State agencies (94 percent) issued written guidance about the timing of peer counseling contacts and 45 (88 percent) about the frequency of such contacts; then, too, States also had guidance for contacts with pregnant WIC participants that differed from that for WIC participants who had just given birth. This section begins with a description of State agency guidance about the first peer counseling contact. It then describes the frequency of contacts by time period (e.g., pregnancy trimester and age of infant), followed by any guidance given about how quickly peer counselors should respond to a request for breastfeeding assistance and whether the State put limits on the length of time that WIC participants may receive *Loving Support*® Peer Counseling.

6.1.1 First Peer Counseling Contact

In 2014, over 90 percent of State agencies (46 agencies) recommended or required that peer counselors first contact a program participant during her pregnancy, if possible (Exhibit 6.1). However, just 19 of these States (41 percent) specified a particular trimester when this first contact should occur. Fifteen of the 19 (79 percent) indicated the first trimester.

⁶³ Source: Survey of State WIC Agencies, 2014, Module 4, Items 4.8 and 4.16.

Exhibit 6.1 State Guidance for Timing of First Peer Counseling Contact with Program Participant During Pregnancy, 2014



Source: Survey of State WIC Agencies, 2014, Module 4, Items 4.8 through 4.11

Missing: None.

In 2008, a similar proportion of State agencies (45; 94 percent) recommended or required that peer counselors first contact program participants during pregnancy, and of these 45 States, 12 (27 percent) specified a particular trimester, with most (8 States; 67 percent) specifying the first trimester.⁶⁴

In addition to recommendations and requirements regarding peer counselor contacts during pregnancy, States also had guidance about timing of first contacts after an infant is born. Forty-four of the 51 State agencies (86 percent) had specific guidelines for the appropriate timing of peer counselors' first contact with a WIC participant after she had delivered.⁶⁵ Of these, 30 agencies (68 percent) recommended or required that peer counselors make this first post-partum contact within one week after delivery (Exhibit 6.2). Four of the 44 States (9 percent) recommended or required that peer counselors make this first contact while the mother and infant are still in the hospital after delivery. Among agencies that had other guidance, two States noted "as soon as possible," and two others noted that their recommendation or requirement depended on whether or not the peer counselors at an agency were based in a WIC clinic within a hospital or not; two States recommended first contact

⁶⁴ *Source:* Survey of State WIC Agencies, 2008.

⁶⁵ *Source:* Survey of State WIC Agencies, 2014, Module 4, Item 4.12.

within the first week after delivery regardless of location (home or hospital) and another within the first two weeks after delivery; another noted that the recommended timing was within 24 hours of the peer counselor first learning of the birth.

Exhibit 6.2 State Agency Guidance about the Timing of First Peer Counseling Contact After Delivery, 2014 (N=44)

Recommended or required first contact by peer counselor	Number	Percent
Within first week at home	30	68%
While in hospital	4	9%
Other	10	23%

Source: Survey of State WIC Agencies, 2014, Module 4, Item 4.13.

Missing: None.

The guidelines for first peer counseling contact after delivery that State agencies’ reported issuing in 2014 were similar to what States reported in 2008: Forty-two State agencies (88 percent) in 2008 reported that they issued guidelines regarding first contact after delivery, a percentage similar to the 86 percent of State agencies (44 States) who had such guidelines in 2014.⁶⁶ The majority of these States in 2008 recommended that peer counselors first contact program participants within their first week at home (25 States; 61 percent), a finding similar to the 68 percent of States in 2014 (30) who gave this guidance.

6.1.2 Frequency of Peer Counseling

Forty-five of 51 State agencies (88 percent) reported that they issued guidelines to LWAs concerning how frequently peer counselors should be in touch with program participants,⁶⁷ guidelines that were specific to particular periods of time during and after a program participant’s pregnancy (Exhibit 6.3).

Over two-thirds of States had guidelines (31 agencies; 69 percent) on frequency of contact in the first and second trimesters; a larger number of State agencies (38 agencies; 84 percent) specified how frequently peer counselors should contact program participants during the third trimester of pregnancy.

The vast proportion of States with guidelines about frequency of contact had such guidelines about contacts in the first six months after delivery. Forty-two State agencies (93 percent) had guidelines for the frequency of peer counseling contacts the first week and 43 agencies (96 percent) for the second through fourth weeks after a program participant had given birth. Forty-one agencies (91 percent) issued guidance for contact frequency during the second through fourth months and 37 State agencies (82 percent) for the fourth through sixth months. In addition, over two-thirds (31 agencies; 69 percent) had guidelines about contact frequency after six months.

⁶⁶ *Source:* Survey of State WIC Agencies, 2008.

⁶⁷ *Source:* Survey of State WIC Agencies, 2014, Module 4, Item 4.16.

Exhibit 6.3 Recommended or Required Frequency of Peer Counselor Contact During Specific Pregnancy and Postpartum Time Periods, 2014 (N=45)

Time Period	States with Guidelines on Frequency of Peer Counselor Contacts	
	Number	Percent
During Pregnancy	38	84%
1st trimester	31	69%
2nd trimester	31	69%
3rd trimester	38	84%
After Delivery (Any Week/Month)	44	98%
Week 1 after hospital discharge	42	93%
Weeks 2-4	43	96%
Months 2-4	41	91%
Months 4-6	37	82%
After 6 months	31	69%

Note: Results do not sum to 100 percent because multiple responses were permitted. Due to differences in the surveys, direct comparisons to 2008 are not possible.

Source: Survey of State WIC Agencies, 2014, Module 4, Item 4.17.

Missing: None.

In 2014, 38 States (84 percent) issued guidance to LWAs on the frequency of peer counseling contacts with pregnant WIC participants, a proportion virtually identical to that observed in 2008 (41 States; 91 percent),⁶⁸ and nearly all States in 2014 (44 States, 98 percent), had guidelines about the frequency of contact after delivery, again virtually identical to the proportion of States in 2008 with such guidelines (43 States, or 96 percent). Likewise, both in 2014 and 2008, State agencies were more likely to report issuing recommendations for the frequency of peer counseling contacts during the first weeks and months post-partum than recommendations for the frequency of contacts during later months post-partum.

6.1.3 Responding to Requests for Breastfeeding Assistance

Slightly less than half of State agencies (24; 47 percent) in 2014 reported that they had guidelines about how soon a peer counselor should respond to a WIC participant's request for breastfeeding assistance. Most of these (20 of the 24 State agencies; 83 percent) specified a guideline of one day as the maximum time that can elapse after receiving a request for breastfeeding support (the average recommended duration was less than one and one-half days).⁶⁹ In 2008, a smaller number of State agencies had guidelines for how quickly peer counselors should respond to breastfeeding assistance

⁶⁸ Of the 45 States that issued guidance on the frequency of peer counseling contacts in 2008, 41 (91 percent) gave guidance about the frequency of such contacts during pregnancy and 43 (96 percent) about the frequency after delivery. *Source:* USDA (2010), page 39, footnote 37.

⁶⁹ *Source:* Survey of State WIC Agencies, 2014, Module 4, Items 4.14–4.15.

requests (14 States; 31 percent), and just three States (seven percent), specified the amount of time that could elapse between the request and peer counselor contact.⁷⁰

6.1.4 Total Duration of *Loving Support*® Peer Counseling

In 2014, one-third (17) of the 51 State agencies said they provided guidance to local WIC agencies about the maximum length of time that WIC participants may receive *Loving Support*® Peer Counseling (a number comparable to the 15 State agencies, 29 percent, in 2008 who provided such guidance). Most of these 17 State agencies (15; 88 percent) reported that this maximum was 12 months after delivery (in 2008, 9 of the 15 agencies, or 60 percent of those with guidance in this area recommended a maximum of 12 months after delivery). The remaining two States set a maximum of six months or until the WIC participant was no longer breastfeeding. In 2008, four State agencies recommended a maximum of three to six months after delivery or until the WIC participant was no longer breastfeeding.⁷¹

6.2 State Agency Guidelines for Mode and Setting of Peer Counseling Contacts

Forty-eight of the 51 State Agencies (94 percent) in 2014 reported that they provided written guidance to LWAs about the modes of contact (i.e., in-person, telephone, email, etc.) that peer counselors may use to communicate with WIC participants.⁷² These guidelines covered peer counseling contacts using electronic or social media, in-person contacts, and other modes. This section begins by describing State agency guidance on the use of electronic and social media, including whether or not the agency encouraged or discouraged these communication modes. It follows with a discussion of State agencies' guidance about in-person contacts, including setting, and concludes with description of the frequency of contacts by mode as reported by State agencies.

6.2.1 Use of Electronic and Social Media for Peer Counseling Contacts⁷³

Twenty-four of the 48 States (50 percent) in 2014 with guidelines—or who were considering providing guidelines—on electronic and social media, reported that they had specific recommendations or requirements about peer counselors' use of text messages, email, Facebook, and other social media (Exhibit 6.4). Of those that did not provide guidance, one-third (16 agencies) reported that they still were considering issuing such guidance to LWAs.

⁷⁰ *Source:* Survey of State WIC Agencies, 2008.

⁷¹ *Sources:* Survey of State WIC Agencies, 2014, Module 4, Items 4.18–4.19; and USDA (2010), Exhibit 3.8, page 41.

⁷² *Source:* Survey of State WIC Agencies, 2014, Module 4, Item 4.24.

⁷³ No data were available from 2008 regarding State agency guidelines on peer counselors' use of electronic or social media.

Exhibit 6.4 State Agencies With and Without Guidelines on Peer Counselors' Use of Email and Other Communication Technologies with Program Participants, 2014 (N=48)

Provides Guidance on Peer Counselors' Use of Electronic Communication with Program Participants	Number	Percent
Yes	24	50%
No	8	17%
No, but considering issuing such guidance to LWAs	16	33%

Source: Survey of State WIC Agencies, 2014, Module 4, Item 4.27.

Missing: None.

Among the 24 State agencies with guidelines relating to these electronic and social media, very few prohibited or discouraged peer counselors from using electronic and social media (Exhibit 6.5). In fact, half or more had no specific policy on peer counselors' use of Twitter (12 agencies; 50 percent) or Skype (13 agencies; 54 percent). More than half of these State agencies permitted peer counselors to use text messages (14 agencies; 58 percent), email (15 agencies; 63 percent) and Facebook or other social media (14 agencies; 58 percent), so long as they followed certain rules. A small number of State agencies reported that they encouraged peer counselors to use text messages (6 agencies; 25 percent) or email (5 agencies; 21 percent).

Exhibit 6.5 State Agency Guidelines on Peer Counselors' Use of Electronic or Social Media for Contacts with Program Participants, 2014 (N=24)

	Prohibited		Discouraged		Permitted as Long as Peer Counselors Follow Certain Rules		Encouraged		No Specific Policy	
	N	%	N	%	N	%	N	%	N	%
Text messages	2	8%	1	4%	14	58%	6	25%	1	4%
Email	1	4%	2	8%	15	63%	5	21%	1	4%
Twitter	3	13%	2	8%	6	25%	1	4%	12	50%
Facebook or other social media	3	13%	2	8%	14	58%	1	4%	4	17%
Skype or other video-based communication technologies	3	13%	1	4%	7	29%	0	0%	13	54%

Note: Percentages do not sum to 100 due to rounding.

Source: Survey of State WIC Agencies, 2014, Module 4, Item 4.28.

Missing: None.

6.2.2 In-Person Peer Counseling Contacts

Forty-eight State agencies (94 percent) in 2014 provided guidelines about modes of peer counseling contacts between WIC participants and *Loving Support*® peer counselors. Among these agencies, 35

STATE GUIDANCE ON PEER COUNSELING SERVICES

(73 percent) recommended or required that at least some of these contacts be in-person.⁷⁴ Of these 35 agencies, 18 (53 percent of the 34 States that responded about requirements during the first trimester) recommended or required in-person contact during the first trimester and another 18 (51 percent of the 35 States that responded about requirements during the second trimester) during the second trimester (Exhibit 6.6). Sixty percent (21 agencies) recommended or required in-person contact during the third trimester. Twenty-nine percent (10 agencies) indicated another time period, including non-specific times “during pregnancy,” when problems with breastfeeding arose, or “as needed.” A comparable proportion of State agencies in 2008, 73 percent (35 of the 48 States with guidance about the types of contacts by peer counselors), recommended or required that at least some peer counseling be conducted in-person. Due to differences in the 2008 and 2014 surveys, no comparable data from 2008 are available for the recommended timing of such in-person contacts.⁷⁵

Of the 35 State agencies in 2014 with requirements regarding in-person contacts during specific periods, more than half or nearly half recommended or required in-person contacts relatively soon after the birth of an infant. Nineteen of the 35 agencies (54 percent) recommended or required in-person contact in the first week after hospital discharge; 17 agencies (49 percent) had such guidelines for weeks 2-4 following discharge (Exhibit 6.6).

Exhibit 6.6 Recommended or Required Timing of In-Person Contact During Specific Pregnancy and Postpartum Time Periods, 2014 (N=35)

	States with Guidance on In-Person Contacts	
	Number	Percent
During Pregnancy		
1st trimester ^a	18	53% ^a
2nd trimester	18	51%
3rd trimester	21	60%
After Delivery		
Week 1 after hospital discharge	19	54%
Weeks 2-4	17	49%
Months 2-4	14	40%
Months 4-6	13	37%
After 6 months	9	26%
Another time period	10	29%

Note: Results do not sum to 100 percent because a multiple responses were permitted.

Source: Survey of State WIC Agencies, 2014, Module 4, Item 4.26.

Missing: First trimester: 1 State.

^a Because one State agency did not respond when asked if they required in-person contact during the first trimester, 53 percent is equal to 18 States of the 34 States that responded. This percentage differs from that shown for in-person contact during the *second* trimester, because all 35 States who required some in-person contact by peer

⁷⁴ *Source:* Survey of State WIC Agencies, 2014, Module 4, Items 4.24– 4.25.

⁷⁵ USDA (2010), Exhibit 3.1, page 31, and Survey of State WIC Agencies, 2008.

STATE GUIDANCE ON PEER COUNSELING SERVICES

counselors responded to the follow-up question about the second trimester: in this case, 51 percent is equal to 18 of the 35 States who responded.

In addition to providing guidance on the timing of in-person contacts, 41 of the 51 State agencies (80 percent) issued recommendations or requirements to LWAs about the settings for in-person contacts.⁷⁶ Thirty-nine of these agencies (95 percent) issued recommendations or requirements pertaining to in-person peer counseling contacts in LWA offices during clinic hours, and 30 (73 percent) had guidelines about such contacts when they took place within hospitals (Exhibit 6.7). More than half of the State agencies with guidance on settings for peer counseling contacts (24 agencies; 59 percent) had specific recommendations or requirements about peer counseling contacts within a WIC participant's home. Twelve of the 41 agencies (29 percent) indicated that they had guidance for other settings. Six of these 12 mentioned guidelines for contacts in community settings such as schools or health clinics, and two others mentioned a public setting or location mutually agreed upon by the peer counselor and WIC participant.

Looking across settings, by 2014, a smaller percentage of State agencies than in 2008 were issuing specific guidelines regarding in-person peer counseling contacts. For example, although 80 percent of State agencies in 2008 (35) had guidelines for peer counseling contacts in WIC participants homes, only 59 percent of State agencies in 2014 (24 States) had such guidelines. Likewise, in 2014 the proportion of States with guidelines for contacts in local WIC offices after hours (11 States; 27 percent) was smaller than that in 2008 (20 States; 45 percent).

Exhibit 6.7 Settings for which State Agencies Have Guidelines about Peer Counselors' In-Person Contact with WIC Participants, 2014 and 2008

	States with Guidelines on Settings, 2014 (n=41)		States with Guidelines on Settings, 2008 (n=44)	
	Number	Percent	Number	Percent
In local WIC agency offices during clinic hours ^a	39	95%	NA	NA
In the hospital	30	73%	35	80%
In WIC participants' homes	24	59%	35	80%
In local WIC agency offices after hours	11	27%	20	45%
Other settings ^a	12	29%	NA	NA
None of the above ^a	2	5%	NA	NA

Note: Results do not sum to 100 percent because multiple responses were permitted.

Sources: Survey of State WIC Agencies, 2014, Module 4, Item 4.21; and USDA (2010), Exhibit 3.9, page 42.

Missing: None.

^a Due to differences in the 2014 and 2008 surveys, no data are available for 2008 for the indicated rows.

Interestingly, of State agencies with guidelines related to the location of in-person peer counseling contacts, only 20 percent (8) had direct prohibitions on particular settings (Exhibit 6.8). However, seven States did prohibit peer counselors from meeting in-person in WIC participants' homes (17 percent), and six (15 percent) prohibited in-person peer counseling in local WIC clinics after regular hours. In 2014, fewer State agencies than in 2008 had prohibitions about specific settings for in-

⁷⁶ *Source:* Survey of State WIC Agencies, 2014, Module 4, Item 4.20.

STATE GUIDANCE ON PEER COUNSELING SERVICES

person peer counseling. One-fourth of State agencies (11) in 2008 prohibited peer counseling contacts in WIC participants' homes, compared to less than one-fifth (7 State agencies; 17 percent) with such prohibitions in 2014. Likewise, although 10 State agencies (23 percent) in 2008 prohibited in-person peer counseling in WIC offices after regular hours, in 2014 only six State agencies (15 percent) prohibited these contacts. Few State agencies in either 2008 (five; 11 percent) or 2014 (two; five percent) prohibited in-person peer counseling contacts in hospitals.

Exhibit 6.8 Settings where State Guidelines Prohibit In-Person Contact between WIC Participants and Peer Counselors, 2014 and 2008

	States with Guidelines on Settings, 2014 (N=41)		States with Guidelines on Settings, 2008 (N=44)	
	Number	Percent	Number	Percent
No guidelines that prohibit in-person contact between WIC participants and peer counselors in any of these settings ^a	33	80%	NA	NA
In WIC participants' homes	7	17%	11	25%
In local WIC agency offices after hours	6	15%	10	23%
In the hospital ^b	2	5%	5	11%

Note: Results do not sum to 100 percent because multiple responses were permitted.

Sources: Survey of State WIC Agencies, 2014, Module 4, Items 4.20 and 4.22; and USDA (2010), Exhibit 3.9, page 42.

Missing: None.

^a Due to differences in the 2014 and 2008 surveys, no data are available for 2008 for the indicated rows.

Of the 41 State agencies (80 percent) in 2014 that reported having guidelines regarding appropriate settings for in-person contacts, nearly two-thirds (26; 65 percent) said that the guidelines did not pertain to liability issues (Exhibit 6.9). (Neither the 2008 nor 2014 surveys asked State agencies to identify the reasons other than liability issues for these prohibitions.)

Exhibit 6.9 Settings where State Guidelines Address Liability Issues Related to In-Person Contact between WIC Participants and Peer Counselors, 2014 and 2008

	States with Guidelines on Settings, 2014 (N=41)		States with Guidelines on Settings, 2008 (N=44) ^b	
	Number	Percent	Number	Percent
No guidelines that address liability issues in any of these settings	26	65%	31	70%
In local WIC agency offices during clinic hours ^a	8	20%	NA	NA
In WIC participants' homes	7	17%	2	5%
In the hospital	5	12%	4	9%
In local WIC agency offices after hours	4	10%	1	2%
Other settings ^a	1	2%	NA	NA
We are currently working to address liability issues ^a	3	7%	NA	NA

Note: Results do not sum to 100 percent because multiple responses were permitted.

Sources: Survey of State WIC Agencies, 2014, Module 4, Item 4.23; and USDA (2010), Exhibit 3.9, page 42.

Missing: 2014: 1 State. 2008: 1 State.

^a Due to differences in the 2014 and 2008 surveys, no data are available for 2008.

^b To allow comparison to 2014 data, percentages for 2008 are based on the number of States that reported issuing guidelines for contact in any setting (N=44).

In 2014, the same number of State agencies as in 2008 (48; 94 percent) issued guidelines to LWAs about the types of peer counseling contacts.⁷⁷ Fewer State agencies in 2014 had guidelines about appropriate settings for in-person contacts (41 agencies, or 80 percent) than in 2008 (46 agencies; 90 percent).⁷⁸ Although the proportion of States with guidelines about contacts in hospitals remained about the same (30; 73 percent in 2014; 35; 80 percent in 2008), the proportion of States in 2014 with guidelines for contacts in WIC clinics after regular hours was markedly lower (11 States, just 27 percent of agencies had these guidelines in 2014, compared to 20 States, or 45 percent in 2008). In addition, fewer States in 2014 had guidelines about contacts in WIC participants' homes (24 States or 59 percent in 2014; 35 States or 80 percent in 2008).

6.3 Proportion of Peer Counseling Contacts by Mode and Setting

In 2014, over half (26 agencies; 51 percent) of the State agencies said they maintained data on how often *Loving Support*® peer counselors contact WIC participants by phone, mail, social media or in-person.⁷⁹ These 26 State agencies estimated the relative frequency with which peer counselors contacted WIC participants in *Loving Support*® Peer Counseling programs by telephone, mail, in-person, via text message, video or through social media. State agencies then estimated, separately, the frequency with which in-person peer counseling contacts occurred in different settings, such as in a hospital, in WIC offices or in WIC participants' homes.

⁷⁷ *Sources:* Survey of State WIC Agencies, 2014, Module 4, Item 4.24; USDA (2010), Exhibit 3.1, page 31.

⁷⁸ Data for 2008 from USDA (2010), Exhibit 3.1, page 31.

⁷⁹ *Source:* Survey of State WIC Agencies, 2014, Module 4, Item 4.29.

From the first report on the implementation of the *Loving Support*® Peer Counseling Program (USDA, 2010), comparable data from State WIC agencies were not available; however, data on the frequency of peer counseling contacts by different modes and in different settings were collected from a sample of 40 local WIC agencies. These 40 LWAs were selected to be nationally representative of LWAs that were operating a *Loving Support*® Peer Counseling program in the spring and summer of 2009.⁸⁰ Although we caution that these LWAs are not strictly comparable to the 51 State WIC agencies surveyed in 2014, we describe data collected from these 40 LWAs in 2009 to provide some context for the 2014 findings.

6.3.1 Frequency of Peer Counseling Contacts by Different Modes

Of the 24 State agencies that then provided information on the proportion of peer counseling contacts by mode of contact, 18 agencies (75 percent) reported that half or more of all peer counseling contacts were by telephone (Exhibit 6.10). In contrast, eight agencies (32 percent) indicated that over half of peer counseling contacts were in-person. While contacts made by text messaging accounted for some but less than one-half of contacts in 19 agencies (79 percent), other types of electronic contacts (social media such as Facebook and Twitter; Skype or other video technology) accounted for even a smaller proportion of contacts or none at all.

⁸⁰ In 2009, the population of 475 LWAs implementing *Loving Support* Peer Counseling was stratified by Census region and a sample was selected within each region such that each LWA had a probability of selection proportional to the number of pregnant WIC participants in each region. (The number of pregnant WIC participants was based on WIC PC 2006 Census File data, the data available prior to planned site visits.) For further details, see USDA (2010), Chapter 1, page 10 and Appendix C. (Note that the site LWA data collection occurred in 2009, after analyzing the 2008 State agency survey.)

Exhibit 6.10 Proportion of Peer Counseling Contacts Made by Mode of Contact to WIC Participants among State Agencies with LWA Contact Data, 2014 (N=24)

Mode of Contact	No Contacts Are Made this Way		Less than 1/4		Between 1/4 and 1/2		Between 1/2 and 3/4		More than 3/4		Don't Know	
	N	%	n	%	n	%	N	%	n	%	n	(%)
By telephone	0	0%	2	8%	4	17%	11	46%	7	29%	0	0%
In-person (at any location)	0	0%	4	17%	12	50%	6	25%	2	8%	0	0%
By mailings sent to WIC participants	9	38%	8	33%	4	17%	1	4%	0	0%	2	8%
By text message	2	8%	15	63%	4	17%	1	4%	1	4%	1	4%
By social media (e.g., Facebook, Twitter)	11	46%	10	42%	2	8%	0	0%	0	0%	1	4%
Skype or other video-based communication technologies	19	79%	4	17%	0	0%	0	0%	0	0%	1	4%

Note: Percentages do not sum to 100 due to rounding. Respondents could indicate one response for each mode of contact.

Source: Survey of State WIC Agencies, 2014, Module 4, Item 4.30.

Missing: 2 States.

The relatively higher frequencies of contacts by telephone than by other modes reported by the 24 State agencies in 2014 aligns somewhat with findings from interviews with LWA staff in 2009, although apparent similarities or differences must be viewed with caution because the data come from different sources.⁸¹ In 2009, 50 percent of LWAs (18 of the 36 where local staff could provide data) reported that telephone contacts made up one-half or more of all peer counseling contacts.⁸² In 2014, as indicated above, 76 percent of *State* agencies (18 of 24 that provided data) reported that telephone contacts made up one-half or more of all peer counseling contacts.

There also were somewhat similar trends when comparing the two time periods (and data collection sources) in terms of peer counseling contacts that were in person. In 2009, 36 percent of LWAs (13) reported that in-person contacts made up half or more of all peer counseling contacts whereas in 2014, 33 percent of the 24 State agencies with such data (8) reported that in-person contacts made up half or more of all peer counseling contacts.⁸³

⁸¹ In particular, note that, in 2009, data came from either direct records or informed estimates provided by local staff during the on-site interviews. In contrast, data in 2014 came from State agency staff who indicated that their State collected data on how often peer counselors contacted WIC participants by phone, in-person, mail, or other listed methods (N= 26 agencies; see *Survey of State WIC Agencies, 2014*, Module 4, Item 4.29).

⁸² Source of data for 2008 are from USDA, 2010, Exhibit 6.3, page 87.

⁸³ Data for 2008 are from USDA, 2010, Exhibit 6.4, page 87.

6.3.2 Frequency of In-Person Peer Counseling Contacts by Different Settings

Of the 26 State agencies (51 percent) in 2014 that maintained data on the frequency of peer counseling contacts by mode,⁸⁴ 18 reported that more than three-quarters of in-person contacts were made at a WIC clinic or a local office setting (69 percent; Exhibit 6.11). Most State agencies reported that the smallest proportion of in-person contacts (less than one-fourth) were made at a hospital, at a WIC participant’s home, or in another location.

Exhibit 6.11 Proportion of In-Person Contacts between WIC Participants and Peer Counselors by Setting, among State Agencies with Data, 2014 (N=26)

	Less than 1/4		Between 1/4 and 1/2		Between 1/2 and 3/4		More than 3/4		Don't Know	
	N	%	N	%	N	%	N	%	n	%
In a hospital	22	85%	4	15%	0	0%	0	0%	0	0%
At a WIC clinic or local office setting	0	0%	1	4 %	7	27%	18	69%	0	0%
At a WIC participant's home	24	92%	1	4 %	0	0%	0	0%	1	4%
In another location	19	73%	0	0%	0	0%	0	0%	7	27%

Source: Survey of State WIC Agencies, 2014, Module 4, Item 4.31.

Missing: None.

Data from 2009 on the frequency of in-person contacts at different locations are largely unavailable. Among the 40 LWAs, peer counseling contacts in WIC participants’ homes were typically rare and limited to special circumstances such as WIC participant mothers with health problems, multiple births, or when program participants had difficulty finding transportation (USDA 2010, pages 87-88). Similarly, across these 40 LWAs, hospital visits made up less than three percent of all peer counseling contacts. It appears that hospital and home visits were less frequent than in-person peer counseling contacts at a WIC local office in both 2009 and 2014.

6.4 Documentation Required of *Loving Support*® Peer Counselors About Service Delivery

Fifty of the 51 State agencies (98 percent) reported having guidelines about what documentation they recommended or required peer counselors to keep regarding their contacts with WIC participants.⁸⁵ Much of the guidance in this area was similar for these agencies. All but one agency (98 percent) recommended or required peer counselors to document the topics and issues discussed during a peer counseling contact (Exhibit 6.12). Ninety percent (45 agencies) recommended or required that peer counselors document the mode of contact and referrals made. Eighty-eight percent (44 agencies) gave guidance on whether peer counselors should document unsuccessful attempts to contact program participants, and over three-fourths (39 agencies; 78 percent) recommended or required peer counselors to document the breastfeeding status of *Loving Support*® Peer Counseling participants. Among the 13 States who indicated other types of information to be documented, five mentioned

⁸⁴ Source: Survey of State WIC Agencies, 2014, Module 4, Item 4.29.

⁸⁵ Source: Survey of State WIC Agencies, 2014, Module 4, Item 4.52.

STATE GUIDANCE ON PEER COUNSELING SERVICES

documenting plans for follow-up, and five mentioned documenting the equipment issued to program participants (e.g., breast pumps).

Exhibit 6.12 Guidance Provided by State Agencies on the Types of Information Documented about Peer Counseling Contacts, 2014 and 2008

	States with Guidance about Documentation, 2014 (N=50)		States with Guidance about Documentation, 2008 (N=49)	
	Number	Percent	Number	Percent
Topics/issues discussed with client	49	98%	48	98%
Mode of contact (e.g., home visit, phone)	45	90%	48	98%
Referrals made	45	90%	49	100%
Unsuccessful attempts to contact WIC participants	44	88%	42	86%
Status of breastfeeding (e.g., initiation, exclusivity)	39	78%	44	90%
Location of contact	28	56%	34	69%
Materials sent to participants	28	56%	33	67%
Duration of contact	22	44%	NA	NA
Demographic data about participant and her baby	18	36%	23	47%
Other	13	26%	9	18%

Note: Results do not sum to 100 percent because multiple responses were permitted.

Sources: Survey of State WIC Agencies, 2014, Module 4, Item 4.53; and USDA (2010), Exhibit 3.15, page 48.

Missing: None.

In 2014, the guidance that State agencies issued regarding the types of information that peer counselors should document about contacts with WIC participants was similar to the guidance that States reported issuing in 2008. At both time points, over 85 percent of States recommended or required LWAs to have peer counselors document the mode of contact, topics discussed, any referrals made, and unsuccessful attempts to contact WIC participants targeted for breastfeeding peer counseling. Fewer States in 2014 than in 2008 had guidance regarding documentation of breastfeeding status, the location of the contact, materials mailed, or demographic data about mother and infant, but these differences were modest, amounting to four to six fewer States.

6.5 Summary: State Guidance on Services Provided by *Loving Support*® Peer Counselors

The vast majority of State WIC agencies both in 2014 and 2008 gave guidance to LWAs on the timing and frequency of contacts between WIC participants and *Loving Support*® peer counselors (45 or more States, or 88 percent or more). At both points, State agencies were more likely to have recommendations or requirements for the frequency of contacts during the first week and first one to four months post-partum. Ninety percent or more of State agencies in both 2014 and 2008 provided guidance related to the timing of first contacts by peer counselors during pregnancy and 90 percent provided guidance on the timing of first contacts after the birth of the infant. Among State agencies with guidance on timing of first contacts, 90 percent recommended or required contacts during pregnancy but only 41 percent of those with guidance specified a particular trimester. After the birth of an infant, about three-quarters of those agencies with guidance in this area recommended or

STATE GUIDANCE ON PEER COUNSELING SERVICES

required that the first contact should occur within the first week after the mother and infant return home.

Overall, the areas in which State agencies provided guidance to LWAs regarding the services provided as part of their *Loving Support*® Peer Counseling programs were similar in 2014 and 2008. Where differences emerged, the data suggest a trend among States to provide less guidance in 2014, when both LWAs and States had accumulated greater experience implementing *Loving Support*® Peer Counseling, than in 2008 when the programs were relatively newer.

As with timing and frequency of contacts between WIC participants and *Loving Support*® peer counselors, almost all State WIC agencies gave guidance related to the mode and setting of these contacts in both 2014 and 2008 (48 State agencies, 94 percent). Fewer States in 2014 (41; 80 percent) reported issuing written guidance regarding the settings for in-person contacts compared to 2008 when 46 States agencies (90 percent) issued such guidance. Few of the State agencies with guidance about the settings for in-person contacts prohibited such meetings in particular settings, either in 2014 (two to seven agencies—17 percent or less—had prohibitions on particular settings) or 2008 (five to 11 agencies, 25 percent or less).

About one-half of the State WIC agencies reported in 2014 that they maintained data about the modes and settings of *Loving Support*® Peer Counseling contacts. If they are representative, it appears that although many States provided written guidance about various modes and settings for contacts between WIC participants and *Loving Support*® peer counselors, peer counseling contacts were primarily made over the phone, and, when in-person, in the WIC clinic. Among the State agencies that maintained these data, three-quarters of peer counseling contacts were made by phone and about one-third were made in person. Of those made in person, almost all were made in a WIC clinic. Although comparable data from State agencies are not available for 2008, data from site visits to a nationally-representative sample of LWAs suggest that peer counselors relied to a similar extent as in 2014 on telephone and in-person contacts, the latter occurring primarily at local WIC offices.

7. Data Collected by State Agencies on *Loving Support*® Peer Counseling Program Implementation

State agencies need to monitor the implementation of the *Loving Support*® Peer Counseling Program to ensure that local agencies are following the program model and to ensure funding is being spent as planned. Forty-five of the 51 State agencies (88 percent) in 2014 reported that they collect data from LWAs about their *Loving Support*® Peer Counseling programs.⁸⁶ Of these 45 State agencies, 32 (71 percent) asked LWAs to submit data electronically, either by providing summary statistics across the peer counseling caseload or providing individual-level data. Fifty-eight percent of the 45 State agencies (26 agencies) reported receiving these data at the individual WIC participant level.⁸⁷ Local data reported to the State about *Loving Support*® Peer Counseling included:

Research Question 6: What types of data (and in what form) do States collect from local WIC agencies about the operation of their *Loving Support* Peer Counseling Programs?

- Program capacity, such as the number of peer counselors, caseloads and number of hours worked, as well as the number of WIC participants receiving peer counseling;
- Services delivered, including the frequency with which peer counselors contact WIC participants, how and when these contacts are made relative to a WIC participant's trimester or time elapsed since she has given birth; and
- Characteristics of WIC participants receiving these services.

This chapter summarizes the variation in the types of data State agencies collected about LWAs' *Loving Support*® Peer Counseling programs for these three categories. (No data comparable to findings reported in this Chapter were collected for the first implementation report.)

7.1 Data on Local WIC Agencies' *Loving Support*® Peer Counseling Program Capacity

Forty-four of the 45 State agencies (98 percent) that indicated that they collected data on the *Loving Support*® Peer Counseling Program reported that these data included information on program size and structure.⁸⁸ All but four of these State agencies asked LWAs to report the number of peer counselors available (91 percent; see Exhibit 7.1). States received data on the number of WIC participants receiving peer counseling (29 agencies; 66 percent); the overall number of peer counseling contacts made (34 agencies; 77 percent); and the average number of contacts per WIC participant served (14 agencies; 32 percent).

⁸⁶ Source: Survey of State WIC Agencies, 2014, Module 5, Item 5.1.

⁸⁷ Source: Survey of State WIC Agencies, 2014, Module 5, Items 5.2–5.3.

⁸⁸ Source: Survey of State WIC Agencies, 2014, Module 5, Item 5.4.

DATA COLLECTED BY STATE AGENCIES

Exhibit 7.1 Data Collected on Local WIC Agencies' *Loving Support*® Peer Counselor Program Size and Structure, 2014 (N=44)

Data Collected by State WIC Agencies on <i>Loving Support</i> ® Peer Counseling Program Size and Structure	State Agencies that Collect Data	
	Number	Percent
Number of <i>Loving Support</i> ® peer counselors in the local WIC agency	40	91%
Number of <i>Loving Support</i> ® Peer Counseling contacts across all peer counselors in the local WIC agency	34	77%
Number of WIC participants in <i>Loving Support</i> ® Peer Counseling	29	66%
Caseload, hours worked, or other information for individual peer counselors	29	66%
Average number of <i>Loving Support</i> ® Peer Counseling contacts per WIC participant receiving <i>Loving Support</i> ® Peer Counseling	14	32%
Other	8	18%
None of the above	1	2%

Notes: Results do not sum to 100 percent because multiple responses were permitted.

Source: Survey of State WIC Agencies, 2014, Module 5, Item 5.4.

Missing: 1 State.

7.2 Data Collected on Peer Counseling Services Delivered

As noted above, 45 State agencies (88 percent) provided information about data collected from LWAs on the *Loving Support*® Peer Counseling services delivered.⁸⁹ Of these, 44 agencies (97 percent) provided more detail about the types of information collected. Approximately half of these 44 State agencies (23 agencies; 52 percent) asked LWAs to report the mode of contact used to deliver prenatal and postnatal peer counseling (Exhibit 7.2). Less than half of State agencies requested information about the frequency of prenatal (18 agencies; 41 percent) or postnatal peer counseling (18 agencies; 41 percent), or the number of weeks or months after delivery that peer counseling services are delivered (18 agencies; 41 percent).

⁸⁹ *Source:* Survey of State WIC Agencies, 2014, Module 5, Item 5.1.

Exhibit 7.2 Data Collected on Local WIC Agencies' *Loving Support*® Peer Counseling Services, 2014 (N=44)

Data State Agencies Collected from LWAs on <i>Loving Support</i> ® Peer Counseling Services	State Agencies that Collect Data	
	Number	Percent
Mode of <u>prenatal</u> <i>Loving Support</i> ® Peer Counseling (telephone, in-person, etc.) received by individual participants	23	52%
Mode of <i>Loving Support</i> ® Peer Counseling (telephone, in-person, etc.) received by individual participants <u>after</u> delivery	23	52%
Frequency of <u>prenatal</u> <i>Loving Support</i> ® Peer Counseling received by individual participants	18	41%
Number of weeks or months after delivery over which <i>Loving Support</i> ® Peer Counseling services are received by individual participants	18	41%
Frequency of <i>Loving Support</i> ® Peer Counseling received by individual participants after delivery	18	41%
None of the above	15	34%
Other	3	7%

Notes: Results do not sum to 100 percent because multiple responses were permitted.

Source: Survey of State WIC Agencies, 2014, Module 5, Item 5.5.

Missing: 1 State.

7.3 Characteristics of WIC Participants Receiving *Loving Support*® Peer Counseling

Forty-five State agencies reported on the types of data that they receive from LWAs about the participants in the *Loving Support*® Peer Counseling Program. Slightly more than half of these State agencies asked LWAs to report the breastfeeding status (i.e., fully breastfeeding, partially breastfeeding, etc.) of program participants (25 agencies; 56 percent), while slightly less than half of these agencies collected data about the food packages received by participants (21 agencies; 47 percent) and participants' demographic information (20 agencies; 44 percent; see Exhibit 7.3). More than one-third (16 agencies; 36 percent) received feedback provided to LWAs from participants about program effects. More than one-quarter of State agencies (27 percent) do not collect any of this information. Approximately half (48 percent) of State agencies ask LWAs to submit these data electronically.

Exhibit 7.3 Data Collected on LWAs’ *Loving Support*® Peer Counseling Program Participants, 2014 (N=45)

Data State Agencies Collect from Local WIC agencies on <i>Loving Support</i> ® Peer Counseling Program Participants	State Agencies that Collect Data	
	Number	Percent
Breastfeeding status of WIC participants receiving <i>Loving Support</i> ® Peer Counseling after delivery	25	56%
Food packages received by WIC participants and their infants for women receiving <i>Loving Support</i> ® Peer Counseling after delivery	21	47%
Demographic information about <i>Loving Support</i> ® Peer Counseling participants (e.g., race, age, region)	20	44%
Feedback from WIC participants about the effects of <i>Loving Support</i> ® Peer Counseling	16	36%
None of the above	12	27%
Other	1	2%
State agency requested LWAs to submit these data electronically	21	48%

Notes: Results do not sum to 100 percent because multiple responses were permitted.

Source: Survey of State WIC Agencies, 2014, Module 5, Items 5.6–5.7.

Missing: 1 State.

7.4 Summary: State Data Collected on *Loving Support*® Implementation

Almost 90 percent of State agencies collected information to monitor the *Loving Support*® Peer Counseling Program in the areas of program capacity, peer counseling services delivered, and the characteristics of WIC participants receiving *Loving Support*® Peer Counseling services. Among State agencies that collected information from LWAs on program capacity, about 90 percent collected information on the number of *Loving Support*® peer counselors and about three-fourths on the number of *Loving Support*® Peer Counseling contacts that occurred agency-wide. In terms of services delivered, no more than half of the State agencies reported collecting data on specific aspects of service delivery such as the modes, timing and frequency of peer counseling contacts, and the duration of peer counseling services. Approximately half of the State agencies asked LWAs to report the mode of contact used to deliver *Loving Support*® Peer Counseling to women during pregnancy versus after their infants’ birth. Between about one-third and 40 percent collected data related to frequency or duration of peer counseling services. In terms of the characteristics of WIC participants in the *Loving Support*® Peer Counseling Program, over half collected information on participants’ breastfeeding status (i.e., fully or partially breastfeeding) and between 40 and 50 percent on demographic information about the participant and the nature of the food packages she and her infant receive.

8. Summary and Conclusions

8.1 Introduction

The *Loving Support*® Peer Counseling Program began in 2004. To implement the program, FNS required State agencies to adhere to general principles of the *Loving Support*® Peer Counseling model. These principles were designed to ensure a common peer counseling program while allowing State agencies to tailor *Loving Support*® Peer Counseling to the many ways in which the WIC program is implemented locally and to address particular needs of WIC participants in their local communities. In 2010, the WIC Peer Counseling Study issued an implementation report describing how the *Loving Support*® Peer Counseling Program was implemented in its early years. This report was the first comprehensive, detailed account of the *Loving Support*® Peer Counseling Program, and it reflected State WIC agencies' policies and practices in 2008.

Several years have passed since the 2010 report and the *Loving Support*® Peer Counseling Program can now be thought of as a mature, well-established program. A large majority of WIC participants receive services from local WIC agencies where the peer counseling program is offered. For this reason, and because of the new program training curricula and related policy developments to support breastfeeding among WIC participants, FNS determined that it would be useful to repeat aspects of the Survey of State WIC agencies fielded in 2008. This chapter summarizes the findings from the 2014 survey and, where notable and appropriate, highlights differences in program implementation between the two time periods.

8.2 State Efforts to Support Breastfeeding

State WIC agencies reported the presence of a range of breastfeeding promotion activities in their States whose goals were to increase State and community-wide awareness and support of breastfeeding. In addition, State agencies were involved in a range of breastfeeding promotion activities (i.e., in addition to supporting local *Loving Support*® Peer Counseling programs) that specifically targeted WIC participants.

In 2014, State agencies most commonly indicated that efforts were underway in their States to make hospitals baby-friendly and to conduct major Statewide breastfeeding promotion training activities for health care professionals. State WIC agencies reported being involved in a number of other activities directly targeted to WIC participants, in addition to the *Loving Support*® Peer Counseling Program. These included providing breastfeeding promotion training for WIC staff, sponsoring certified lactation counselor (CLC) training or similar training, conducting media campaigns, and providing educational materials to promote breastfeeding. Together, the States spent \$149 million of NSA funds on breastfeeding promotion, which amounts to an average of \$159 per pregnant WIC participant across the 51 States.⁹⁰

Survey results indicate that State WIC agencies have been consistent in terms of their involvement in the number and range of types of breastfeeding promotion efforts during the two time periods. There

⁹⁰ Source: WIC Federal NSA Outlays Report (FNS-798A), FFY 2013, and special tabulations from WIC PC 2012 Census Files.

were two notable differences. First, a greater proportion of States in 2014 than in 2008 reported Statewide efforts to make hospitals more breastfeeding friendly, an increase from about half the States in 2008 to more than four-fifths in 2014. Secondly, fewer State WIC agencies reported that their States had major breastfeeding promotion campaigns underway, a decrease from 18 (38 percent) to 9 States (18 percent). Other differences between numbers of activities between the two time periods were less substantial.

8.3 State-Level Staffing For the *Loving Support*® Peer Counseling Program

The *Loving Support*® Peer Counseling model requires designated peer counseling program coordinators; standardized breastfeeding program policies and procedures at the State and local levels and appropriate training at the State and local level. Staffing for the *Loving Support*® Peer Counseling Program in State WIC agencies appears to reflect the variation among States in how these agencies operate their WIC programs. State health departments or comparable agencies receive grants from FNS to administer the WIC program in their State, often by issuing subgrants to local agencies that include a range of public and private health agencies, human service agencies or similar organizations, and which offer WIC services in a variety of settings. In other cases, rather than issue subgrants to local entities, State agencies administer WIC completely at the State level and deliver services through a State's regional or local offices. Given these various ways that WIC is administered, one might expect there to be differences in the State administration of the *Loving Support*® Peer Counseling Program.

In fact, the number of State-level staff working on the program did vary considerably, with 20 State agencies (39 percent) reporting just one or two staff with program administration responsibilities, compared with 31 State agencies (60 percent) that reported three or more such staff—of these, 15 reported five or more such staff. As would be expected, larger States tended to have more staff working on the peer counseling program.

Even though the total amount of the FNS breastfeeding peer counseling grant was larger in 2014 than it was in 2008, the number of State WIC staff who worked on the administration of the *Loving Support*® Peer Counseling Program in 2014 was lower, overall, than in 2008. For instance, in contrast to 2008, when 44 States (86 percent) had three or more State level employees working on the program, in 2014, 31 States (61 percent) had three or more employees working on the program. This difference may be a reflection of the fact that *Loving Support*® Peer Counseling is a more fully established, ongoing program in 2014 than it was five years earlier.

To support the salaries of staff working on the program, fewer than half (25 State agencies, 49 percent) had one or more staff either fully- or partially-supported the State's FNS breastfeeding peer counseling grant, with 26 States reporting that none of the staff's salaries were supported by these grant funds.

WIC regulations require each State to have a designated breastfeeding promotion coordinator, and the *Loving Support*® Peer Counseling model requires that State agencies designate a peer counseling coordinator, either at the State level or ensure that such coordinators are in place at the local level. Forty-seven States had a peer counseling coordinator at the State level, with just over half (24 States; 52 percent) indicating that the two positions were filled by the same staff person. In any event, oversight of the program was largely a shared responsibility for the peer counseling coordinator, the breastfeeding promotion coordinator, and other State agency staff.

One major responsibility of the State agency is to provide training to support LWAs' implementation of *Loving Support*® Peer Counseling programs; training must either make direct use of the “*Loving Support*® Through Peer Counseling: A Journey Together” curricula, or be guided by these curricula. In 2014, three-quarters of States (38 States; 76 percent) reported using the “*Loving Support*®—A Journey Together” training curricula) for peer counselors, whereas 22 States (44 percent) reported offering this training for local agency managers. States also reported a wide range of other training activities for local WIC staff related to breastfeeding promotion and lactation support, such as IBCLC or other lactation management courses.

8.4 Local WIC Agencies and the *Loving Support*® Peer Counseling Program

Perhaps the biggest change in the *Loving Support*® Peer Counseling program between 2008 and 2014 was the much greater prevalence of the program in 2014. In that year, the *Loving Support*® Peer Counseling Program was widely available, with 69 percent of LWAs across the nation operating such a program. In 2014, 19 of the 51 States had implemented the *Loving Support*® Peer Counseling Program in all of their LWAs; another eight State agencies had implemented the peer counseling program in more than three-quarters of their LWAs. In 2014, only three States had implemented the program in 25 percent or fewer LWAs. In contrast, in 2008, the *Loving Support*® Peer Counseling Program was available in less than half that number of LWAs (33 percent). In that year, only eight States had implemented the program in 75 percent or more of its LWAs, compared to the 27 States in 2014. Twenty-one States in 2008 had implemented the program in 25 percent or fewer LWAs, compared to three in 2014.

One way to get a better sense of the nature of the LWAs implementing *Loving Support*® Peer Counseling Program is to categorize these agencies according to their size. Looking at the overall distribution of agencies, the study team divided LWAs into categories of “small” (serving 165 or fewer pregnant WIC participants), “medium” (serving 166 to 389 pregnant WIC participants) or large (serving 390 or more). The size of LWAs implementing the *Loving Support*® Peer Counseling Program in 2014 was fairly evenly distributed among these three categories, with 24 percent of agencies implementing the program falling into the “small” category, 36 percent the “medium” category and 40 percent in the “large” category. This distribution represents a shift from 2008, when more than half (52 percent) of the LWAs implementing *Loving Support*® Peer Counseling were considered “large” and only 14 percent were considered “small”.

In addition to making the *Loving Support*® Peer Counseling Program more widely available, States used the FNS breastfeeding peer counseling grant funds to increase the per capita level of funding, with the number of pregnant WIC participants as a measure of agency size. The amount of funding that LWAs used *per pregnant WIC participant* receiving WIC services at an LWA offering the *Loving Support*® Peer Counseling program increased by 65 percent between the two time periods. In 2014, across the 51 States, the average amount of funds from the FNS breastfeeding peer counseling grant for *Loving Support*® Peer Counseling was \$140 per pregnant WIC participant in local agencies operating the program. In 2008, the average spending per WIC participant was \$85. The study found that in both 2014 and 2008, relatively few States spent more than \$150 per pregnant WIC participant. In 2014, 13 States spent more than \$150 and in 2008, seven States did so. However, at the lower range of the distribution, a greater number of States spent more per capita in 2014 than in 2008. In 2008, 18 States used less than \$50 of *Loving Support*® Peer Counseling funding per pregnant WIC participant; in contrast, in 2014, only three States spent this amount. In addition, almost twice as

many States in 2014 (23) than in 2008 (12) spent between \$50 and \$99 per pregnant WIC participant. Likewise, three times the number of States in 2014 (12) than in 2008 (4) spent \$100 to less than \$150 per capita. These results may suggest that, over time, the distribution of spending per capita in the majority of States was becoming more tightly clustered around a middle range of \$50 to \$150 per pregnant WIC participant.

Because the peer counseling program was so widely implemented (with 33 States serving 75 percent or more of their WIC participants in an LWA with the program), the racial and ethnic background of women receiving WIC services in LWAs offering *Loving Support*® Peer Counseling mirrored that of women WIC participants overall with 63 percent white, 37 percent Hispanic/Latina, 21 percent Black/African American, and 16 percent other racial/ethnic compositions receiving WIC services in those LWAs. In addition, breastfeeding outcomes for WIC participants served by LWAs with *Loving Support*® Peer Counseling program in 2014 funded by the FNS breastfeeding peer counseling grant were virtually identical to those for the WIC population nationwide. Breastfeeding initiation rates in LWAs *without* the program (64 percent) were slightly lower than for the WIC population nationwide (68 percent) and lower than the rates in LWAs with the program (69 percent).

8.5 State Guidance on *Loving Support*® Peer Counseling Program Implementation

The survey asked about the types of guidance that State WIC agencies provided to LWAs related to two aspects of the implementation of *Loving Support*® Peer Counseling programs: guidance related to general program implementation, and guidance specifically related to contacts between *Loving Support*® peer counselors and WIC participants. For most aspects of the *Loving Support*® Peer Counseling model, the study found that State agencies gave LWAs specific implementation guidance. For instance, in 2014, all but one of the 51 State agencies gave guidance on local peer counselor coordinators' role, responsibilities, and qualifications. In addition, all but one of the 51 State agencies in 2014 gave similar types of guidance for peer counselors. It is important to note that although a State WIC agency may not have provided written guidance about a specific component of the program model, the State agency may still have expected its LWAs to adhere to all the program components of the *Loving Support*® Peer Counseling model.

By and large, State WIC agencies adhered to the spirit of the *Loving Support*® Peer Counseling program in that peer counselors should be true “peers” and paraprofessionals. Two-thirds of these agencies that gave overall guidance (34 agencies) in this area indicated that peer counselors needed no certifications or education other than meeting the criteria for paraprofessional status. All State agencies recommended or required that peer counselors have current or previous breastfeeding experience and most agencies recommended or required peer counselors be enthusiastic about breastfeeding and be a current or former WIC participant.

There was more variation in 2014 in terms of whether State agencies gave written guidance in some areas related to aspects of the *Loving Support*® Peer Counselors Program that are not specifically delineated by the program model. For instance, slightly more than one-third (18 agencies; 35 percent)

gave guidance related to peer counseling caseloads; slightly more than one-half (28 agencies; 55 percent) gave guidance on compensation levels for peer counselors.⁹¹

Guidance that States issued in 2014 was largely similar overall to that in 2008 and appeared to be equally thorough between the two time periods. In 2014, 92 percent of State agencies (47) provided guidance on 11 or more of the 17 specified program areas, consistent with the amount of State guidance offered in 2008, when nearly the same percentage (49 States; 96 percent) provided guidance on 11 or more program components.

8.6 Services Provided by Peer Counselors

States provided LWAs with a great deal of guidance regarding the timing, frequency, and mode of contact between *Loving Support*® peer counselors and WIC participants. In terms of the *timing* of contacts (i.e., at what point during pregnancy or post-partum should a contact be made), the vast majority of State WIC agencies both in 2014 and 2008 issued written guidance to LWAs (46 agencies, 90 percent in 2014; 48 agencies, 94 percent in 2008; see Exhibit 5.1).

All or almost all agencies with guidance about timing recommended or required first contact during pregnancy (46 agencies, 100 percent in 2014; 45 agencies, 94 percent in 2008; see Exhibit 6.1 and discussion that follows). In both 2014 and 2008, a large majority of State agencies reported that they provided guidance on the timing of first contacts after the birth of the infant: in 2014, 44 agencies, 86 percent; in 2008, 42 agencies, or 88 percent of the 48 that reported issuing guidance on the timing of contacts either during pregnancy or after delivery; see discussion under 6.1.1 and Exhibit 6.2).⁹²

Similarly, regarding the *frequency* of peer counseling contacts (i.e., how often there should be contacts), the majority of State WIC agencies both in 2014 and 2008 provided guidance (45 agencies, or 88 percent in both 2014 and 2008; see Exhibit 5.1). At both time points, among the 45 State agencies that issued any guidance on peer counseling frequency, agencies were likely to provide guidance on frequency during pregnancy (38 States, 84 percent in 2014; 41 States, 91 percent in 2008) and after delivery (41 States, 91 percent in 2014; 43 States, 96 percent in 2008). (See Exhibit 6.3 and discussion under 6.1.2.)

Just as most State agencies in both 2014 and 2008 reported issuing guidance to LWAs about the timing and frequency of contacts between WIC participants and *Loving Support*® peer counselors, almost all State WIC agencies in 2014 and 2008 gave guidance related to the *mode* (i.e., telephone, in-person) of peer counseling contacts (in both 2014 and 2008, 48 State agencies, 94 percent, reported issuing such guidance; see Exhibit 5.1 and discussion in section 6.2.2). Somewhat fewer States in 2014 (41 States; 80 percent) reported issuing written guidance regarding the settings for in-person

⁹¹ The *Loving Support* Peer Counseling Program model requires “adequate compensation and reimbursement” of peer counselors but does not specify the actual level of compensation.

⁹² Percentages reported reflect minor differences between the two survey waves. In 2014, all 51 State agencies were asked if they recommended or required a specific time after delivery for first contact by a peer counselor (Item 4.12); in 2008, only the 48 agencies who reported issuing guidance about the timing of first contact during pregnancy or after delivery were asked specifically how soon after delivery they recommended or required (Item 31d) such contact.

contacts compared to 2008 when 44 States agencies (86 percent) issued such guidance (see Exhibit 6.7 and discussion in section 6.2.2).

Although States tended to provide LWAs with flexibility in terms of mode and settings where WIC participants met with their peer counselors, findings indicate that such contacts were primarily made over the telephone and, when in person, most often occurred in the WIC clinic. About one-half of the State WIC agencies reported in 2014 that they maintained data about the modes and settings of *Loving Support*® Peer Counseling contacts. Among the State agencies that maintained these data, three-quarters of peer counseling contacts were made by phone and about one-third were made in person. Of those made in person, for about 70 percent of the agencies (18 of 26) at least three-fourths of contacts were made in a WIC clinic. Although comparable data from State agencies are not available for 2008, data from site visits to a nationally-representative sample of LWAs suggest that peer counselors relied to a similar extent as in 2014 on telephone and in-person contacts, again with the latter occurring primarily at local WIC offices.

8.7 Data Collected on *Loving Support*® Peer Counseling Implementation

To monitor local implementation of the *Loving Support*® Peer Counseling program 45 State agencies (88 percent) in 2014 reported that they collect data from LWAs about their *Loving Support*® Peer Counseling programs. Of these, almost 90 percent collected information in the areas of program capacity, peer counseling services delivered, and the characteristics of WIC participants receiving *Loving Support*® Peer Counseling services. Among State agencies that collected information from LWAs on program capacity, about 90 percent collected information on the number of *Loving Support*® peer counselors and about three-fourths on the number of *Loving Support*® Peer Counseling contacts that occurred agency-wide. In terms of services delivered, no more than half of the State agencies reported collecting data on specific aspects of service delivery such as the modes, timing and frequency of peer counseling contacts, and the duration of peer counseling services.

Appendix A: Survey of State WIC Agencies on Breastfeeding Peer Counseling, 2014

Welcome to the State WIC Agency Survey, Phase 2 of the WIC Peer Counseling Study

MODULE 1: General Breastfeeding Promotion Programs

The WIC Breastfeeding Peer Counseling Study is being conducted by Abt Associates Inc. on behalf of the U.S. Department of Agriculture (USDA) Food and Nutrition Service (FNS). You may have completed a survey in 2009 for Phase 1 of the study. The purpose of this survey is to update our understanding of how the *Loving Support*® Peer Counselor Program is being implemented in your State. Many of the questions are focused on activities funded by the FNS *Loving Support*® peer counseling grant, while others address general breastfeeding promotion and support activities in your State agency, which are helpful in understanding the context in which the *Loving Support*® peer counseling is implemented.

OMB Clearance Number: 0584-0548

Expiration Date: 1/31/2015

Estimates of Burden for the Collection of Information.

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this collection is 0584-0548. The time required to complete this information collection is estimated to average 120 minutes per response, including the time to review instructions, search existing data resources, gather the data needed, and complete and review the information collected.

Technical Requirements

For this online survey to work properly, you must be using Internet Explorer v.8 or above, Firefox - or Chrome, and you should disable your pop-up blocker if it is currently enabled ([How to Turn Off Your Pop-up Blocker](#)). If you cannot meet these requirements, please call (toll-free) **855-311-2462**, for assistance.

Use of Cookies

This survey makes use of session cookies and is consistent with OMB guidelines for use of [Cookies](#) in Federally sponsored Web sites. While Cookies are used, they do not contain any identifying information about the user and will not be used for any purpose other than to ensure that the survey functions properly. After completing the survey, you may delete the cookies from your hard drive.

Privacy

Your name will not be identified in reports prepared for this study or in data files provided to FNS. None of your responses will be released in a form that identifies you or any other staff member by name, except as required by law. Please note that this study is not part of an audit or management review of WIC operations, but FNS may identify your State agency by name in any reports based on this survey. A decision to participate will not affect your agency or your employment status.

[Save and Continue Later](#)

[Next](#)

Instructions—Page 1 of 2

Please do not use the "Back" or "Forward" buttons on the top of your browser while in the survey. By doing so, the survey will not work properly, and your responses will not be saved.

The survey is divided into five modules, each one with items about one of the following topic areas:

Module 1: General Breastfeeding Promotion Programs

Module 2: State-level Agency Staff and Training for *Loving Support*® Peer Counseling

Module 3: State Distribution of Funds for *Loving Support*® Peer Counseling

Module 4: State Written Guidance for Local *Loving Support*® Peer Counseling Programs

Module 5: State Data Collection about the *Loving Support*® Peer Counseling Program

You are in Module 1: General Breastfeeding Promotion Programs.

The first question will ask for your name and title; this information may help if questions arise at a later point. Please note that this information will be kept private and will not appear in any reports and will not be given to FNS.

. **Only one person should enter data into a module at a time.** However, if two people are working on different modules at the same time, this is fine. Please be sure that you are working on the module that your State WIC director has assigned you. It is fine if you need to ask another person for answers, but only one staff member should be responsible for entering the data in a particular module.

Taking a break. If you do not have all the information on hand to answer a specific question, you may save the answers you've provided and logout of the survey until you obtain the data needed. If you plan to leave your computer for an extended amount of time to gather information, the survey will automatically log you out after 15 minutes of inactivity. You will need to log back in to continue. Use the survey link that your State WIC director emailed you to log back in.

[Back](#)

[Save and Continue Later](#)

[Next](#)

Instructions—Page 2 of 2

Saving Answers and Navigating through the Survey

On each survey screen, you will see three buttons at the bottom, as well as a link to FAQs at the top. Clicking the Next button will automatically save the responses you have entered on that page.

- The **Next** button advances you to the following question.
- The **Back** button takes you back to the previous question, in case you need to review or change an answer. Be aware: if you reverse directions in the survey and change a previous answer, the next question you see may not be the same one from which you reversed. In some items, your response selections determine which subsequent items you will receive.
- The **Save and Continue Later** button will automatically save your responses and exit the survey. You may return to the survey at a later time to continue answering questions. When you re-open this survey module, you will be returned to the place in the survey where you were last working.

The **FAQ** link at the top of the page will open a pop-up window with Frequently Asked Questions that you may find helpful.

Getting Help. If you need help with the survey, please contact us at 855-311-2462 or WICPeerC@abtassoc.com

Back Save and Continue Later Next



MODULE 1: GENERAL BREASTFEEDING PROMOTION PROGRAMS

Please enter the Name and Title of the person entering responses for this Module. This information may help if questions arise at a later point. This information will be kept private and will not appear in any reports or data files submitted to FNS.

Name:

Title:

[BACK](#) [SAVE AND CONTINUE LATER](#) [NEXT](#)

We would like to learn about the WIC breastfeeding promotion activities supported in your State that are in addition to those supported by the FNS *Loving Support*® peer counseling grant.

1.1. In addition to *Loving Support*® peer counseling, does your State agency conduct breastfeeding promotion activities, programs or campaigns that target WIC participants? Please answer based on activities, programs, or campaigns undertaken *at the State level*. Do not include local WIC agency activities, programs or campaigns.

Soft prompt if missing: Please provide an answer. The survey is designed to skip some questions based on your responses.

- Yes
- No *Skip to 1.7*
- Don't know *Skip to 1.7*

[If missing, go to item 1.2]

1.2. Please indicate the breastfeeding promotion activities, programs, or campaigns undertaken *at the State level* for WIC participants. Please do not indicate local WIC agency activities, programs or campaigns.

Check all that apply

- Media campaigns and educational materials (e.g., television ads, posters, brochures)
- Breastfeeding promotion training to staff other than *Loving Support*® peer counselors
- Make lactation consultants available to WIC participants
- Sponsor certified lactation counselor training (or similar certification training)
- Equipment (e.g., breast pumps)
- Peer counseling or other counseling by clinic staff to WIC participants that is different than *Loving Support*® peer counseling
- Warmline or hotline
- Classes or support group meetings for WIC participants
- Other breastfeeding promotion activities, programs, or campaigns undertaken *at the State level*
Please specify: [*If "Other" selected*]
- None of the above

[*If missing, go to item 1.4*]

1.3. Are you able to track *at the State level* the amount of Nutrition Services and Administration (NSA) funds spent for the breastfeeding promotion activities that you specified above?

- Yes
- No *Skip to 1.6*
- Don't know *Skip to 1.6*

Soft prompt: Please provide an answer. The survey is designed to skip some questions based on your responses

[If missing, go to item 1.4]

1.4. Does your State agency ask local WIC agencies to report what they spend from Nutrition Services and Administration (NSA) funds on breastfeeding promotion activities (that is, breastfeeding promotion activities *other than* Loving Support peer counseling)?

- Yes *Go to 1.5*
- No *Skip to 1.6*

Soft prompt: Please provide an answer. The survey is designed to skip some questions based on your responses

[If missing, go to item 1.6]

1.5. Do you track just what your State agency spends—using NSA funds—on breastfeeding promotion activities (*other than Loving Support peer counseling*) or does your agency also track what local WIC agencies (or other local entities that provide *Loving Support*® peer counseling to WIC participants) spend on these activities using NSA funds?

- We track just what the State spends from NSA funds on these breastfeeding promotion activities
- We track both what the State and what local WIC agencies spend from NSA funds on these breastfeeding promotion activities
- Don't know

1.6. How much NSA funding was spent on breastfeeding promotion activities other than *Loving Support*® peer counseling last year in FFY 2013?

Soft prompt if no dollar amount entered: Please provide an answer. You may save and return later if you need to look up this information.

\$ _____ Round up cents to whole dollar

If 1.5 = 2 (We track both) OR if 1.5= missing then also display the following with Item 1.6:

Please select one of the following:

- This amount **includes** any NSA funding that supplemented the *Loving Support*® peer counseling grant
- This amount **excludes** any NSA funding that supplemented the *Loving Support*® peer counseling grant
- Don't know if this amount includes or excludes NSA funding that supplemented the *Loving Support*® peer counseling grant

Soft prompt : Please provide an answer.

1.7. How has your State agency chosen to use the *Loving Support*® peer counseling grant funds?

Check all that apply

- Use some Loving Support grant funds at the state level (e.g., for staff training, planning, etc.)
- We chose to focus the grant funds on a small number of sites, rather than trying to make funding available to all sites.
- We chose to distribute the grant funds to as many sites as possible rather than concentrating funding on relatively few sites.
- We chose initially to focus the grant funds on sites that were enhancing existing peer counseling programs.
- We chose initially to focus the grant funds on sites that were beginning peer counseling programs.
- Other
Please specify: *[If "Other" selected]*
- None of the above

1.8. At the State level, are there other major initiatives underway (other than any sponsored by your State WIC agency) that you believe have an impact on breastfeeding rates in your State:

Check all that apply

- Major public education campaigns, sponsored by either public or private funding
- Efforts to change hospital policies to limit the distribution of formula and make them more “Baby Friendly”
- Major training initiatives for health professionals to support breastfeeding
- Other
Please specify: *[If “Other” selected]*
- None of the above

**YOU HAVE COMPLETED THE LAST QUESTION IN THIS MODULE OF THE SURVEY
PLEASE REVIEW THE INSTRUCTIONS BELOW AND SUBMIT YOUR RESPONSES.**

Please submit your responses by clicking below on the Submit button. After you have submitted these responses, your State WIC Director will be able to review the answers you gave, and make any changes, if desired.

BACK SAVE AND CONTINUE LATER SUBMIT

Thank you for completing Module 1 of the 2014 WIC Peer Counseling Survey of State WIC agencies! Please let your State WIC Director know that you have completed this Module of the survey.

You may close your browser.

Welcome to the State WIC Agency Survey, Phase 2 of the WIC Peer Counseling Study

MODULE 2: State-level Agency Staff and Training for *Loving Support*® Peer Counseling

The WIC Breastfeeding Peer Counseling Study is being conducted by Abt Associates Inc. on behalf of the U.S. Department of Agriculture (USDA) Food and Nutrition Service (FNS). You may have completed a survey in 2009 for Phase 1 of the study. The purpose of this survey is to update our understanding of how the *Loving Support*® Peer Counselor Program is being implemented in your State. Many of the questions are focused on activities funded by the FNS *Loving Support*® peer counseling grant, while others address general breastfeeding promotion and support activities in your State agency, which are helpful in understanding the context in which the *Loving Support*® peer counseling is implemented.

OMB Clearance Number: 0584-0548

Expiration Date: 1/31/2015

Estimates of Burden for the Collection of Information.

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this collection is 0584-0548. The time required to complete this information collection is estimated to average 120 minutes per response, including the time to review instructions, search existing data resources, gather the data needed, and complete and review the information collected.

Technical Requirements

For this online survey to work properly, you must be using Internet Explorer v.8 or above, Firefox or Chrome, and you should disable your pop-up blocker if it is currently enabled ([How to Turn Off Your Pop-up Blocker](#)). If you cannot meet these requirements, please call (toll-free) **855-311-2462**, for assistance.

Use of Cookies

This survey makes use of session cookies and is consistent with OMB guidelines for use of [Cookies](#) in Federally sponsored Web sites. While Cookies are used, they do not contain any identifying information about the user and will not be used for any purpose other than to ensure that the survey functions properly. After completing the survey, you may delete the cookies from your hard drive.

Privacy

Your name will not be identified in reports prepared for this study or in data files provided to FNS. None of your responses will be released in a form that identifies you or any other staff member by name, except as required by law. Please note that this study is not part of an audit or management review of WIC operations, but FNS may identify your State agency by name in any reports based on this survey. A decision to participate will not affect your agency or your employment status.

[Save and Continue Later](#)

[Next](#)

Instructions—Page 1 of 2

Please do not use the "Back" or "Forward" buttons on the top of your browser while in the survey. By doing so, the survey will not work properly, and your responses will not be saved.

The survey is divided into five modules, each with items about one of the following topic areas:

Module 1: General Breastfeeding Promotion Programs

Module 2: State-level Agency Staff and Training for *Loving Support*® Peer Counseling

Module 3: State Distribution of Funds for *Loving Support*® Peer Counseling

Module 4: State Written Guidance for Local *Loving Support*® Peer Counseling Programs

Module 5: State Data Collection about the *Loving Support*® Peer Counseling Program

You are in Module 2: State-level Agency Staff and Training for *Loving Support*® Peer Counseling

The first question will ask for your name and title; this information may help if questions arise at a later point. Please note that this information will be kept private and will not appear in any reports and will not be given to FNS.

Only one person should enter data into a module at a time. However, if two people are working on different modules at the same time, this is fine. Please be sure that you are working on the module that your State WIC director has assigned you. It is fine if you need to ask another person for answers, but only one staff member should be responsible for entering the data in a particular module.

Taking a break. If you do not have all the information on hand to answer a specific question, you may save the answers you've provided and logout of the survey until you obtain the data needed. If you plan to leave your computer for an extended amount of time to gather information, the survey will automatically log you out after 15 minutes of inactivity. You will need to log back in to continue. Use the survey link that your State WIC director emailed you to log back in.

Back **Save and Continue Later** **Next**

Instructions—Page 2 of 2

Saving Answers and Navigating through the Survey

On each survey screen, you will see three buttons at the bottom, as well as a link to FAQs at the top. Clicking the Next button will automatically save the responses you have entered on that page.

- The **Next** button advances you to the following question.
- The **Back** button takes you back to the previous question, in case you need to review or change an answer. Be aware: if you reverse directions in the survey and change a previous answer, the next question you see may not be the same one from which you reversed. In some items, your response selections determine which subsequent items you will receive.
- The **Save and Continue Later** button will automatically save your responses and exit the survey. You may return to the survey at a later time to continue answering questions. When you re-open this survey module, you will be returned to the place in the survey where you were last working.

The **FAQ** link at the top of the page will open a pop-up window with Frequently Asked Questions that you may find helpful.

Getting Help. If you need help with the survey, please contact us at 855-311-2462 or WICPeerC@abtassoc.com

Back

Save and Continue Later

Next

MODULE 2: STATE-LEVEL STAFF AND TRAINING FOR *LOVING SUPPORT*® PEER COUNSELING

Please enter the Name and Title of the person entering responses for this Module. This information may help if questions arise at a later point. This information will be kept private and will not appear in any reports or data files submitted to FNS.

Name:
Title:

[Back](#) [Save and Continue Later](#) [Next](#)

2.1. How many State WIC employees work on the *Loving Support*® Peer Counseling program in your State? Please include anyone who is involved in policy guidance, training and/or monitoring as they relate to *Loving Support*® peer counseling. Please include yourself.

Enter a whole number (do not use decimals or fractions)

Soft prompt if missing: *Please provide an answer. You may save and return later if you need to look up this information.*

2.2. Across these [fill number from 2.1. If 2.1=missing, FILL with "UNKNOWN NUMBER OF"] State WIC employees who work on the *Loving Support*® Peer Counseling program, about how many full-time equivalent persons (FTEs) work on *Loving Support*®? For your estimate, please assume that 40 hours per week is equal to 1 Full-Time Equivalent person.

	Aspect of <i>Loving Support</i>® peer counseling	Number of State WIC employees involved in this aspect of <i>Loving Support</i>® peer counseling in your State
a)	Policy guidance (including decisions about allocating peer counseling funds, disseminating State WIC policies about peer counseling to local entities, etc.)	
b)	Monitoring the implementation of <i>Loving Support</i> ® peer counseling at local sites	
c)	Training on <i>Loving Support</i> ® peer counseling for staff at local WIC agencies or other local entities that provide <i>Loving Support</i> ® peer counseling to WIC participants	
d)	Other (1) (please specify): <input data-bbox="489 808 827 847" type="text"/>	
e)	Other (2) (please specify): <input data-bbox="489 883 827 922" type="text"/>	

2.3. Does your State WIC agency have a designated *Loving Support*® peer counseling coordinator?

- Yes
- No

2.4. Are the state-designated breastfeeding promotion coordinator and the state-designated *Loving Support*® peer counseling coordinator the same individual employee?

- Yes
- No

2.5. Which State WIC employees work on each of the following aspects of *Loving Support*® peer counseling? If your agency does not have a designated Breastfeeding Promotion Coordinator or a designated *Loving Support*® Peer Counseling Coordinator, please indicate this by marking the corresponding box in the first row. *[if box in first row checked then remaining boxes in column cannot be selected]*

	Aspect of <i>Loving Support</i> ® peer counseling	State-designated Breastfeeding Promotion Coordinator	State-designated <i>Loving Support</i> ® Peer Counseling Coordinator	Other State WIC employees	No State WIC employees
a)	No such position exists in our State WIC agency	<input type="checkbox"/>	<input type="checkbox"/>		
b)	Policy guidance (including decisions about allocating peer counseling funds, disseminating State WIC policies about peer counseling to local entities, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c)	Monitoring the implementation of <i>Loving Support</i> ® peer counseling at local sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d)	Training on <i>Loving Support</i> ® -peer counseling for staff at local WIC agencies or other local entities that provide <i>Loving Support</i> ® peer counseling to WIC participants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e)	Other (1) (please specify): <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f)	Other (2) (please specify): <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2.6. How many of your State WIC employees involved in *Loving Support*® peer counseling have salaries that are fully, partially, or not at all supported by the FNS *Loving Support*® peer counseling grant?

		Number of employees working on <i>Loving Support</i> ® peer counseling whose salary is:
a)	Fully supported by <i>Loving Support</i> ® grant	
b)	Partially supported by <i>Loving Support</i> ® grant	
c)	Not supported by <i>Loving Support</i> ® grant	

YOUR ENTRIES SHOULD ADD UP TO [VALUE FROM item2.1]. PLEASE CHECK YOUR TOTAL

2.7. Please indicate the training related to *Loving Support*® peer counseling that State staff provided to local WIC agency staff (or to staff at other local entities that provide *Loving Support*® peer counseling to WIC participants) in the last 12 months. We would like to know about training that the State provided directly or paid for through contracts or other agreements.

		No training offered	Training offered one time	Training offered more than one time	Don't know
a)	" <i>Loving Support</i> ® Through Peer Counseling: A Journey Together – For WIC Managers” training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b)	" <i>Loving Support</i> ® Through Peer Counseling: A Journey Together – For Peer Counselors”	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c)	Other locally and/or State-offered training on breastfeeding and/or role of peer counselors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d)	Lactation management training approved through IBCLC Continuing Education Recognition Points (CERPS)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e)	Other lactation courses that award certificates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f)	If State-level WIC staff provided other types of training related to <i>Loving Support</i> ®, please specify: <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	X

Soft prompt: *Please provide an answer in the missing row(s).*

**YOU HAVE COMPLETED THE LAST QUESTION IN THIS MODULE OF THE SURVEY
PLEASE REVIEW THE INSTRUCTIONS BELOW AND SUBMIT YOUR RESPONSES.**

Please submit your responses by clicking below on the Submit button. After you have submitted these responses, your State WIC Director will be able to review the answers you gave, and make any changes, if desired.

Back

Save and Continue Later

Submit

Thank you for completing Module 2 of the 2014 WIC Peer Counseling Survey of State WIC agencies! Please let your State WIC Director know that you have completed this Module of the survey.

You may close your browser.

Welcome to the State WIC Agency Survey, Phase 2 of the WIC Peer Counseling Study:

MODULE 3: State Distribution of Funds for *Loving Support*® Peer Counseling

The WIC Breastfeeding Peer Counseling Study is being conducted by Abt Associates Inc. on behalf of the U.S. Department of Agriculture (USDA) Food and Nutrition Service (FNS). You may have completed a survey in 2009 for Phase 1 of the study. The purpose of this survey is to update our understanding of how the *Loving Support*® Peer Counselor Program is being implemented in your State. Many of the questions are focused on activities funded by the FNS *Loving Support*® peer counseling grant, while others address general breastfeeding promotion and support activities in your State agency, which are helpful in understanding the context in which the *Loving Support*® peer counseling is implemented.

OMB Clearance Number: 0584-0548

Expiration Date: 1/31/2015

Estimates of Burden for the Collection of Information.

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this collection is 0584-0548. The time required to complete this information collection is estimated to average 120 minutes per response, including the time to review instructions, search existing data resources, gather the data needed, and complete and review the information collected.

Technical Requirements

For this online survey to work properly, you must be using Internet Explorer v.8 or above, Firefox or Chrome, and you should disable your pop-up blocker if it is currently enabled ([How to Turn Off Your Pop-up Blocker](#)). If you cannot meet these requirements, please call (toll-free) **855-311-2462**, for assistance

Use of Cookies

This survey makes use of session cookies and is consistent with OMB guidelines for use of [Cookies](#) in Federally sponsored Web sites. While Cookies are used, they do not contain any identifying information about the user and will not be used for any purpose other than to ensure that the survey functions properly. After completing the survey, you may delete the cookies from your hard drive.

Privacy

Your name will not be identified in reports prepared for this study or in data files provided to FNS. None of your responses will be released in a form that identifies you or any other staff member by name, except as required by law. Please note that this study is not part of an audit or management review of WIC operations, but FNS may identify your State agency by name in any reports based on this survey. A decision to participate will not affect your agency or your employment status.

[Save and Continue Later](#) [Next](#)

Instructions—Page 1 of 2

Please do not use the "Back" or "Forward" buttons on the top of your browser while in the survey. By doing so, the survey will not work properly, and your responses will not be saved.

The survey is divided into five modules, each one with items about one of the following topic areas:

Module 1: General Breastfeeding Promotion Programs

Module 2: State-level Agency Staff and Training for *Loving Support*® Peer Counseling

Module 3: State Distribution of Funds for *Loving Support*® Peer Counseling

Module 4: State Written Guidance for Local *Loving Support*® Peer Counseling Programs

Module 5: State Data Collection about the *Loving Support*® Peer Counseling Program

You are in Module3: State Distribution of Funds for *Loving Support*® Peer Counseling.

The first question will ask for your name and title; this information may help if questions arise at a later point. Please note that this information will be kept private and will not appear in any reports and will not be given to FNS.

Only one person should enter data into a module at a time. However, if two people are working on different modules at the same time, this is fine. Please be sure that you are working on the module that your State WIC director has assigned you. It is fine if you need to ask another person for answers, but only one staff member should be responsible for entering the data in a particular module.

Taking a break. If you do not have all the information on hand to answer a specific question, you may save the answers you've provided and logout of the survey until you obtain the data needed. If you plan to leave your computer for an extended amount of time to gather information, the survey will automatically log you out after 15 minutes of inactivity. You will need to log back in to continue. Use the survey link that your State WIC director emailed you to log back in.

Back Save and Continue Later Next

Instructions—Page 2 of 2

Saving Answers and Navigating through the Survey

On each survey screen, you will see three buttons at the bottom as well as a link to FAQs at the top. Clicking the Next button will automatically save the responses you have entered on that page.

- The **Next** button advances you to the following question.
- The **Back** button takes you back to the previous question, in case you need to review or change an answer. Be aware: if you reverse directions in the survey and change a previous answer, the next question you see may not be the same one from which you reversed. In some items, your response selections determine which subsequent items you will receive.
- The **Save and Continue Later** button will automatically save your responses and exit the survey. You may return to the survey at a later time to continue answering questions. When you re-open this survey module, you will be returned to the place in the survey where you were last working.

The **FAQ** link at the top of the page will open a pop-up window with Frequently Asked Questions that you may find helpful.

Getting Help. If you need help with the survey, please contact us at 855-311-2462 or WICPeerC@abtassoc.com

Back

Save and Continue Later

Next

MODULE 3: STATE DISTRIBUTION OF FUNDS FOR *LOVING SUPPORT*® PEER COUNSELING

Please enter the Name and Title of the person entering responses for this Module. This information may help if questions arise at a later point. This information will be kept private and will not appear in any reports or data files submitted to FNS.

Name:

Title:

[Back](#)

[Save and Continue Later](#)

[Next](#)

This section focuses on how your State agency distributes funding for the *Loving Support*® peer counseling program, which may be funded by FNS *Loving Support*® peer counseling grants exclusively or in combination with other funding sources.

3.1. Does your WIC State Agency currently distribute funds from the FNS *Loving Support*® peer counseling grant and/or state funds to any local WIC agencies or other (non-WIC) local organizations to provide *Loving Support*® peer counseling services to WIC participants?

- Yes
- No *skip to end of Module 3*

[The name of each local WIC agency in the State will be pre-loaded into the table rows below]

3.2. For each local WIC agency listed below, please indicate whether or not the agency operates (or has operated within the last 12 months) a *Loving Support*® Peer Counseling program; whether or not the agency receives funds to operate their *Loving Support*® peer counseling program from the State’s FNS peer counseling grant, from NSA funds, and/or from other sources, and the amount of funds received from each source. If any agency is not listed, please add it in one of the blank rows provided. If a listed agency has closed or is no longer serving WIC participants please check the box in the first column. To edit the name of a local WIC agency, check the box in the first column to indicate that the agency listed has “closed” and then enter the correct name of that agency in one of the blank rows provided on the last page after each of the local WIC agencies listed..

	LOCAL_SITE_NAME	A) Agency Closed/Not serving WIC participants	B) Operating <i>Loving Support</i> ® Peer Counseling?	C) Received funds from the State’s FNS peer counseling grant?	If Yes in column C: D) FNS peer counseling grant amount received	E) Received NSA funds to support <i>Loving Support</i> ® peer counseling?	If Yes in column E: F) NSA funds amount received for <i>Loving Support</i> ® peer counseling	G) Received other funds for <i>Loving Support</i> ® peer counseling program from state?	If Yes in column G: H) Other funding for <i>Loving Support</i> ® peer counseling program, amount received
a)	[Local WIC agency_01]	<input type="checkbox"/>	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	\$____,____	<input type="radio"/> Yes <input type="radio"/> No	\$____,____	<input type="radio"/> Yes <input type="radio"/> No	\$____,____
b)	[Local WIC agency_02]	<input type="checkbox"/>	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	\$____,____	<input type="radio"/> Yes <input type="radio"/> No	\$____,____	<input type="radio"/> Yes <input type="radio"/> No	\$____,____
c)	[Local WIC agency_03]	<input type="checkbox"/>	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	\$____,____	<input type="radio"/> Yes <input type="radio"/> No	\$____,____	<input type="radio"/> Yes <input type="radio"/> No	\$____,____
d)	<i>Type name of any missing local WIC agency/other local organization that provides Loving Support peer counseling to WIC participants</i>	<input type="checkbox"/>	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	\$____,____	<input type="radio"/> Yes <input type="radio"/> No	\$____,____	<input type="radio"/> Yes <input type="radio"/> No	\$____,____

3.3. In addition to providing local sites with funding from the *Loving Support*® peer counseling grant and/or NSA funds, did your State allocate additional funds from other sources for the *Loving Support*® peer counseling program?

- Yes, we distribute other funds to sites to augment *Loving Support*® peer counseling programs
- No, we do not distribute other funding to sites besides that from the *Loving Support*® grant and/or NSA funds to support the *Loving Support*® peer counseling program

Soft prompt: *Please provide an answer.*

3.4. Whether or not your State explicitly allocates NSA and other funds to sites to augment the FNS *Loving Support*® grant, does your State allow sites to choose to spend some of their NSA funds to augment *Loving Support*® peer counseling?

- Yes
- No

Soft prompt: *Please provide an answer.*

[After 3.4, if 3.3=no or missing, go to Module 4; else go to item 3.5]

- 3.5. What are the sources of the additional funds that your State allocates for *Loving Support*® peer counseling? (Check all that apply)**
- State non-WIC funds (e.g., State public health dollars)
 - Other funds (e.g., private philanthropic funding)

Soft prompt: *Please provide an answer.*

[If missing, go to Module 4]

- 3.6. What are the sources of these other funds (e.g., private philanthropic funding) that are used to provide additional financial support for the *Loving Support*® peer counseling program? *[3.6 is presented if "Other funds" is selected in 3.5]***

- 3.7. You indicated that your State provided the following sources of additional funds for *Loving Support*® peer counseling. Please provide the amount of funding in the last 12 months that went to local *Loving Support*® peer counseling programs.**

		\$ Amount of Funding
a)	State non-WIC funds (e.g., State public health dollars)	\$
b)	<i>[Fill with response from question 3.6. If question 3.6=missing AND question 3.5=Other funds, fill 3.7b with "other funds (e.g., private philanthropic funding)"]</i>	\$

Soft prompt: *Please provide an answer. You may save and return later if you need to look up this information.*

Back

Save and Continue Later

Next

**YOU HAVE COMPLETED THE LAST QUESTION IN THIS MODULE OF THE SURVEY
PLEASE REVIEW THE INSTRUCTIONS BELOW AND SUBMIT YOUR RESPONSES.**

Please submit your responses by clicking below on the Submit button. After you have submitted these responses, your State WIC Director will be able to review the answers you gave, and make any changes, if desired.

Back

Save and Continue Later

Submit

Thank you for completing Module 3 of the 2014 WIC Peer Counseling Survey of State WIC agencies! Please let your State WIC Director know that you have completed this Module of the survey.

You may close your browser.

Welcome to the State WIC Agency Survey, Phase 2 of the WIC Peer Counseling Study

MODULE 4: STATE WRITTEN GUIDANCE FOR LOCAL *LOVING SUPPORT*® PEER COUNSELING PROGRAMS

The WIC Breastfeeding Peer Counseling Study is being conducted by Abt Associates Inc. on behalf of the U.S. Department of Agriculture (USDA) Food and Nutrition Service (FNS). You may have completed a survey in 2009 for Phase 1 of the study. The purpose of this survey is to update our understanding of how the *Loving Support*® Peer Counselor Program is being implemented in your State. Many of the questions are focused on activities funded by the FNS *Loving Support*® peer counseling grant, while others address general breastfeeding promotion and support activities in your State agency, which are helpful in understanding the context in which the *Loving Support*® peer counseling is implemented.

OMB Clearance Number: 0584-0548

Expiration Date: 1/31/2015

Estimates of Burden for the Collection of Information.

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this collection is 0584-0548. The time required to complete this information collection is estimated to average 120 minutes per response, including the time to review instructions, search existing data resources, gather the data needed, and complete and review the information collected.

Technical Requirements

For this online survey to work properly, you must be using Internet Explorer v.8 or above, Firefox or Chrome, and you should also disable your pop-up blocker if it is currently enabled ([How to Turn Off Your Pop-up Blocker](#)). If you cannot meet these requirements, please call (toll-free) **855-311-2462**, for assistance.

Use of Cookies

This survey makes use of session cookies and is consistent with OMB guidelines for use of [Cookies](#) in Federally sponsored Web sites. While Cookies are used, they do not contain any identifying information about the user and will not be used for any purpose other than to ensure that the survey functions properly. After completing the survey, you may delete the cookies from your hard drive.

Privacy

Your name will not be identified in reports prepared for this study or in data files provided to FNS. None of your responses will be released in a form that identifies you or any other staff member by name, except as required by law. Please note that this study is not part of an audit or management review of WIC operations, but FNS may identify your State agency by name in any reports based on this survey. A decision to participate will not affect your agency or your employment status.

Save and Continue Later Next

Instructions—Page 1 of 2

Please do not use the "Back" or "Forward" buttons on the top of your browser while in the survey. By doing so, the survey will not work properly, and your responses will not be saved.

The survey is divided into five modules, each with items about one of the following topic areas:

Module 1: General Breastfeeding Promotion Programs

Module 2: State-level Agency Staff and Training for *Loving Support*® Peer Counseling

Module 3: State Distribution of Funds for *Loving Support*® Peer Counseling

Module 4: State Written Guidance for Local *Loving Support*® Peer Counseling Programs

Module 5: State Data Collection about the *Loving Support*® Peer Counseling Program

You are in **MODULE 4: STATE WRITTEN GUIDANCE FOR LOCAL *LOVING SUPPORT*® PEER COUNSELING PROGRAMS**

The first question will ask for your name and title; this information may help if questions arise at a later point. Please note that this information will be kept private and will not appear in any reports and will not be given to FNS.

Only one person should enter data into a module at a time. However, if two people are working on different modules at the same time, this is fine. Please be sure that you are working on the module that your State WIC director has assigned you. It is fine if you need to ask another person for answers, but only one staff member should be responsible for entering the data in a particular module.

Taking a break. If you do not have all the information on hand to answer a specific question, you may save the answers you've provided and logout of the survey until you obtain the data needed. If you plan to leave your computer for an extended amount of time to gather information, the survey will automatically log you out after 15 minutes of inactivity. You will need to log back in to continue. Use the survey link that your State WIC director emailed you to log back in.

Back **Save and Continue Later** **Next**

Instructions—Page 2 of 2

Saving Answers and Navigating through the Survey

On each survey screen, you will see three buttons at the bottom, as well as a link to FAQs at the top. Clicking the Next button, or any button will automatically save the responses you have entered on that page.

- The **Next** button advances you to the following question.
- The **Back** button takes you back to the previous question, in case you need to review or change an answer. Be aware: if you reverse directions in the survey and change a previous answer, the next question you see may not be the same one from which you reversed. In some items, your response selections determine which subsequent items you will receive.
- The **Save and Continue Later** button will automatically save your responses and exit the survey. You may return to the survey at a later time to continue answering questions. When you re-open this survey module, you will be returned to the place in the survey where you were last working.
- You may click on links to navigate to different sections within the Module. This is useful if you would like to review questions in a previous section: Module 4 covers the following topics:
 - Peer Counselor Qualifications (7 questions)
 - Timing of Peer Counseling Services (12 questions)
 - Types of Peer Counseling Contacts (12 questions)
 - Peer Counselor Duties (4 questions)
 - Peer Counselor Compensation (8 questions)
 - Training, Support and Supervision (6 questions)
 - Other guidance about *Loving Support*® Peer Counseling (7 questions)

The **FAQ** link at the top of the page will open a pop-up window with Frequently Asked Questions that you may find helpful.

Getting Help. If you need help with the survey, please contact us at 855-311-2462 or WICPeerC@abtassoc.com

Back **Save and Continue Later** **Next**

[Go to: Section 1: Qualifications; Section 2: Timing of Services; Section 3: Types of Contacts; Section 4: Duties; Section 5: Compensation; Section 6: Training and Supervision; Section 7: Other Guidance](#)

MODULE 4: STATE WRITTEN GUIDANCE FOR LOCAL *LOVING SUPPORT*® PEER COUNSELING PROGRAMS

Please enter the Name and Title of the person entering responses for this Module. This information may help if questions arise at a later point. This information will be kept private and will not appear in any reports or data files submitted to FNS.

Name:

Title:

[Back](#)

[Save and Continue Later](#)

[Next](#)

This section is about written guidance the State WIC Agency provides to local WIC agencies about major aspects of the *Loving Support*® peer counseling program.

4.1. Does your State agency provide written guidance to local WIC agencies about the role, responsibilities, and qualifications of local WIC peer counseling coordinators? *Guidance can include either State recommendations or State requirements.*

- Yes
- No *skip to 4.4*

[If missing, go to item 4.2]

Soft prompt if missing: *Please provide an answer. The survey is designed to skip some questions based on your responses.*

4.2. Does your State agency require or recommend that local peer counseling coordinators have any of the following educational levels or certifications? (Check all that apply)

- Associate's degree or higher
- Bachelor's degree or higher
- International Board Certified Lactation Consultant or IBCLC eligible
- Registered dietitian or nutritionist
- Registered nurse
- Other. Please specify:
- None of the above

4.3. Does your State agency require or recommend that local peer counseling coordinators have any of the following types of experience, skills or other qualifications? (Check all that apply)

- Experience in program management
- Experience in breastfeeding promotion
- Training in lactation management
- Personal experience in breastfeeding
- Bilingual or multilingual
- Experience in peer counseling
- Other. Please specify:
- None of the above

4.4. Does your State agency provide written guidance to local WIC agencies about the qualifications of local WIC peer counselors?

Guidance can include either State recommendations or State requirements.

- Yes
- No *skip to 4.8*

[If missing, go to item 4.5]

Soft prompt if missing: *Please provide an answer. The survey is designed to skip some questions based on your responses.*

4.5. FNS requires peer counselors to be paraprofessionals (see definition below). **Does your State agency require or recommend that local peer counselors have any additional educational qualifications or certifications?** (Check all that apply)

- GED or high school completion
- Associate's degree or higher
- Bachelor's degree or higher
- Master's degree or higher
- Coursework or continuing educational credits (CECs) in lactation management, nutrition or nursing
- Professional certification, e.g., Certified Lactation Counselor, International Board Certified Lactation Consultant or IBCLC eligible, registered dietitian or nutritionist
- Other. Please specify:

- No other educational qualifications or certifications other than being a paraprofessional are required or recommended

Paraprofessionals are “those without extended professional training in health, nutrition, or the clinical management of breastfeeding who are selected from the group to be served and are trained and given ongoing supervision to provide a basic service or function. Paraprofessionals provide specific tasks within a defined scope of practice. They assist professionals, but are not licensed or credentialed as healthcare, nutrition, or lactation consultant professionals.” (See definition from http://www.nal.usda.gov/wicworks/Learning_Center/FNS_model.pdf)

4.6a Does your State agency require or recommend that local peer counselors have any of the following types of experience, skills or other qualifications? (Check one response per row)

My State Agency's guidelines for local peer counselors' qualifications (required, recommended or neither)	REQUIRED for local peer counselors	RECOMMENDED for local peer counselors	NEITHER required or recommended
Current or previous WIC recipient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Current or previous breastfeeding experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ethnic background similar to the target peer counseling program participants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speak the same language as the target peer counseling program participants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Soft prompt if missing: *Please provide an answer in the missing row(s).*

4.6b Does your State agency require or recommend that local peer counselors have any of the following other types of experience, skills or qualifications? (Check all that apply)

- Age similar to the target peer counseling program participants
- Live in the same community as the target peer counseling program participants
- Enthusiastic about breastfeeding
- Project positive image of WIC, present information consistent with WIC philosophy
- Good parenting model
- Have good interpersonal communication skills
- Ability to recognize when to make referrals to other services, specialists, and programs
- None of the above

4.7a Does your State agency require or recommend that local peer counselors meet any of the following job requirements?
 (Select one response per row)

My State Agency's guidelines for local peer counselors' job requirements (required, recommended or neither)	REQUIRED for local peer counselors	RECOMMENDED for local peer counselors	NEITHER required or recommended
Available to clients outside the usual clinic hours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Available to clients outside the WIC clinic setting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Soft prompt if missing: *Please provide an answer in the missing row(s).*

4.7b Does your State agency require or recommend that local peer counselors meet any of the following other job requirements?
 (Check all that apply)

- Willing to travel throughout the WIC service area
- Have access to reliable transportation
- Have own telephone
- Available to conduct peer counseling services for a minimum number of required hours per week
 - If selected:* What is the required minimum hours/week? _____ hours/week
- Minimum length of commitment to serve as peer counselor
 - If selected:* What is the minimum length of commitment required? _____ months
- Other. Specify: _____
- None of the above

4.8. Does your State agency provide written guidance to local WIC agencies about the timing of peer counselors' first contact with pregnant women or new mothers (e.g., during pregnancy, in hospital)? *Guidance can include either State recommendations or State requirements.*

- Yes
- No *skip to 4.12*

[If missing, go to item 4.9]

Soft prompt if missing: *Please provide an answer. The survey is designed to skip some questions based on your responses.*

4.9. Does your State agency recommend or require that peer counselors *first* contact WIC participants during pregnancy?

- Yes
- No *skip to 4.12 (4.10, 4.11 will not be presented)*

[If 4.9=missing go to 4.10]

Soft prompt if missing: *Please provide an answer. The survey is designed to skip some questions based on your responses.*

4.10. Does your State agency recommend or require that peer counselors *first* contact WIC participants during a specific trimester?

- Yes
- No *skip to 4.12 (4.11 will not be presented)*

[If 4.9=missing AND 4.10=missing, go to item 4.12; else go to item 4.11]

Soft prompt if missing: *Please provide an answer. The survey is designed to skip some questions based on your responses.*

4.11. During which trimester does your State agency recommend or require that peer counselors *first* contact WIC participants?

- First
- Second
- Third

Soft prompt if missing: *Please provide an answer.*

4.12. Does your State agency recommend or require that peer counselors *first* contact WIC participants within a specific time frame after delivery?

- Yes
- No *skip to 4.14 (4.13 will not be presented)*

[If missing, go to item 4.13]

Soft prompt if missing: *Please provide an answer. The survey is designed to skip some questions based on your responses.*

4.13. When after delivery does your State agency recommend or require that peer counselors *first* contact WIC participants?

- While in Hospital
- Within first week at home
- Other. Specify:

Soft prompt if missing: *Please provide an answer.*

4.14. Does your State agency have guidelines about how soon a response is required after a request for breastfeeding assistance from a WIC participant?

- Yes
- No *skip to 4.16*

[If missing, go to item 4.15]

Soft prompt if missing: *Please provide an answer. The survey is designed to skip some questions based on your responses.*

4.15. Please specify below—either in days or hours—the guideline for the maximum time that can elapse after a request for breastfeeding assistance:

-
- Number of **days** that can elapse after a request for breastfeeding assistance
- OR
- Number of **hours** that can elapse after a request for breastfeeding assistance

Soft prompt if missing: *Please provide an answer. You may save and return later if you need to look up this information.*

4.16. Does your State agency provide written guidance to local WIC agencies about the frequency of peer counselors' contact with program participants? *Guidance can include either State recommendations or State requirements.*

- Yes
- No *skip to 4.18*

[If missing, go to item 4.17]

Soft prompt if missing: *Please provide an answer. The survey is designed to skip some questions based on your responses.*

4.17. Does your State agency have guidelines—recommendations or requirements—about the frequency of peer counselor contact during any of the following time periods? (Check Yes or No in each row)

During pregnancy		Yes	No
a)	During 1 st trimester	<input type="radio"/>	<input type="radio"/>
b)	During 2 nd trimester	<input type="radio"/>	<input type="radio"/>
c)	During 3 rd trimester	<input type="radio"/>	<input type="radio"/>
After delivery		Yes	No
d)	Week 1 after hospital discharge	<input type="radio"/>	<input type="radio"/>
e)	Weeks 2-4	<input type="radio"/>	<input type="radio"/>
f)	Months 2-4	<input type="radio"/>	<input type="radio"/>
g)	Months 4-6	<input type="radio"/>	<input type="radio"/>
h)	After 6 months	<input type="radio"/>	<input type="radio"/>

Soft prompt if missing: *Please provide an answer in the missing row(s).*

4.18. Does your State agency provide written guidance to local WIC agencies about the maximum length of time that WIC participants may receive peer counseling? Guidance can include either State recommendations or State requirements.

- Yes
- No *skip to 4.20*

[If missing, go to item 4.19]

Soft prompt if missing: *Please provide an answer. The survey is designed to skip some questions based on your responses.*

4.19. According to your State agency’s written guidance—recommendations or requirements—what is the maximum number of months after delivery that a WIC participant may receive *Loving Support*® peer counseling?

Enter maximum number of months (recommended or required):

4.20. Does your State agency provide written guidance to local WIC agencies about the settings where peer counseling services are provided to clients? *Guidance can include either State recommendations or State requirements.*

- Yes
- No *skip to 4.24*

[If missing, go to item 4.21]

Soft prompt if missing: *Please provide an answer.*

4.21. For which of the following settings does your State agency have guidelines—recommendations or requirements—about peer counselors' in-person contact with WIC participants? *(Check all that apply)*

- In the hospital
- In WIC participants' homes
- In local WIC agency offices during clinic hours
- In local WIC agency offices after hours
- Other settings. Specify:
- None of the above

4.22. Do your State agency's guidelines *prohibit* in-person contact between WIC participants and peer counselors in any of these settings? *(Check all that apply)*

- In the hospital
- In WIC participants' homes
- In local WIC agency offices after hours
- Other settings. Specify:
- No: Our guidelines *do not prohibit* in-person contact between WIC participants and peer counselors in any of these settings.

4.23. Do your State agency's guidelines address liability issues related to in-person contact between WIC participants and peer counselors in any of these settings? (Check all that apply)

- In the hospital
- In WIC participants' homes
- In local WIC agency offices during clinic hours
- In local WIC agency offices after hours
- Other settings. Specify:
- No: Our guidelines *do not address liability issues* in any of these settings.
- We are currently working to address liability issues

4.24. Does your State agency provide written guidance to local WIC agencies about the types of contact (i.e., in-person, telephone) that peer counselors have with WIC participants? *Guidance can include either State recommendations or State requirements.*

- Yes
- No *skip to 4.29*

[If missing, go to item 4.25]

Soft prompt if missing: *Please provide an answer.*

4.25. Does your State agency recommend or require that at least some of the contact between peer counselors and WIC participants be in-person?

- Yes
- No *skip to 4.27*

[If item 4.24=missing AND item 4.25=missing, go to item 4.27; else continue to item 4.26]

Soft prompt if missing: *Please provide an answer.*

4.26. Do State guidelines recommend or require in-person contact between WIC participants and peer counselors at any of the following times? (Check Yes or No in each row)

Guidelines recommend or require in-person contact:		
During pregnancy	Yes	No
During 1 st trimester	<input type="radio"/>	<input type="radio"/>
During 2 nd trimester	<input type="radio"/>	<input type="radio"/>
During 3 rd trimester	<input type="radio"/>	<input type="radio"/>
After delivery		
Week 1 after hospital discharge	<input type="radio"/>	<input type="radio"/>
Weeks 2-4	<input type="radio"/>	<input type="radio"/>
Months 2-4	<input type="radio"/>	<input type="radio"/>
Months 4-6	<input type="radio"/>	<input type="radio"/>
After 6 months	<input type="radio"/>	<input type="radio"/>
Another time period(s). Please specify: <input type="text"/>	<input type="radio"/>	<input type="radio"/>

Soft prompt if missing: *Please provide an answer in the missing row(s).*

4.27. Does your State agency provide written guidance to local WIC agencies about peer counselors' use of text messages, email, Facebook, or other social media?

- Yes
- No *skip to 4.29*
- No, but we are currently considering issuing such guidance to local WIC agencies *skip to 4.29*

[If missing, go to item 4.28]

Soft prompt if missing: *Please provide an answer. The survey is designed to skip some questions based on your responses.*

4.28. Does your State agency prohibit, discourage, permit under certain rules, or decide on a case-by-case basis which of these types of communication technologies peer counselors may use with WIC participants? *Select one response per row*

Peer counselors use of:		Is prohibited	Is discouraged	Is permitted as long as peer counselors follow certain rules	Is encouraged	Our agency has no specific policy
a)	Text messages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b)	Email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c)	Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d)	Facebook or other social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e)	Skype or other video-based communication technologies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Soft prompt if missing: *Please provide an answer in the missing row(s).*

4.29. Does your State agency have data on how often *Loving Support*® peer counselors—in local entities/local WIC agencies across your State agency—contact WIC participants by phone relative to how often they contact WIC participants in-person, by mail, social media or other modes of communication?

- Yes
- No *skip to 4.32*

[If missing, go to item 4.30]

Soft prompt if missing: *Please provide an answer. You may save and return later if you need to look up this information.*

4.30. Looking across the local WIC agencies or other local entities that offer peer counseling to WIC participants, approximately what proportion of peer counseling contacts are made: (Choose one option in each row)

		No contacts are made this way	Less than $\frac{1}{4}$	Between $\frac{1}{4}$ and $\frac{1}{2}$	Between $\frac{1}{2}$ and $\frac{3}{4}$	More than $\frac{3}{4}$	Don't know
a)	By telephone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b)	In-person (at any location)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c)	By mailings sent to WIC participants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d)	By text message	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e)	By social media (e.g., Facebook, Twitter)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f)	Skype or other video-based communication technologies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[If item 4.29=missing AND item 4.30=missing, go to item 4.32; else continue to item 4.31]

Soft prompt if missing: *Please provide an answer in the missing row(s).*

4.31. For in-person contacts between WIC participants and peer counselors, approximately what proportion of these contacts occur (Choose one option in each row):

	Less than $\frac{1}{4}$	Between $\frac{1}{4}$ and $\frac{1}{2}$	Between $\frac{1}{2}$ and $\frac{3}{4}$	More than $\frac{3}{4}$	Don't know
a) In a hospital	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) At a WIC clinic or local office setting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) At a WIC participant's home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) In another location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Soft prompt if missing: *Please provide an answer in the missing row(s).*

4.32. Does your State agency provide written guidance to local WIC agencies about whether or not peer counselors may lead breastfeeding classes, support groups, or workshops? *Guidance can include either State recommendations or State requirements.*

- Yes
- No

4.33. Does your State agency provide written guidance to local WIC agencies about peer counselors' caseloads or the number of clients for each peer counselor? *Guidance can include either State recommendations or State requirements.*

- Yes
- No *skip to 4.36*

[If missing, go to item 4.34]

Soft prompt if missing: *Please provide an answer. You may save and return later if you need to look up this information.*

4.34. Does your State agency require or recommend that each WIC participant is matched to a single peer counselor for the duration of time she receives peer counseling services (with exceptions for turnover among peer counselors, maternity leave, illness, vacation or other peer counselor time-off)?

- Yes
- No

4.35. What does your State agency recommend or require about the maximum number of WIC participants a peer counselor is assigned?

Recommended or required maximum # of WIC participants:

Per peer counselor working 20 or fewer hours per week:

Per peer counselor working 21 or more hours per week:

State does not have recommendations or requirements about maximum # of WIC participants per peer counselor.

Soft prompt if missing: *Please provide an answer. You may save and return later if you need to look up this information.*

4.36. Does your State agency provide written guidance to local WIC agencies about wages or benefits and career paths for peer counselors?

Guidance can include either State recommendations or State requirements.

Yes

No *skip to 4.41*

[If missing, go to item 4.37]

Soft prompt if missing: *Please provide an answer. The survey is designed to skip some questions based on your responses.*

4.37. Does your State agency require that all peer counselors be paid?

Yes

No *skip to 4.41*

Soft prompt if missing: *Please provide an answer. The survey is designed to skip some questions based on your responses.*

4.38. Does your State agency set a minimum amount that peer counselors must be paid?

- Yes
- No *skip to 4.41*

[If item 4.37=missing AND item 4.38=missing, go to item 4.41; else continue to item 4.39]

Soft prompt if missing: *Please provide an answer. The survey is designed to skip some questions based on your responses.*

4.39. Is the minimum amount that peer counselors must be paid equivalent to WIC-entry level wages?

- Yes
- No

4.40. What is the minimum amount that peer counselors must be paid?

Minimum amount : \$ per hour

4.41. Does your State agency have any guidelines about non-wage compensation (e.g., travel reimbursement, paid leave) for peer counselors?

- Yes
- No *skip to 4.43*

[If missing, go to item 4.42]

Soft prompt if missing: *Please provide an answer. The survey is designed to skip some questions based on your responses.*

4.42. For which areas of non-wage compensation does your State agency have guidelines? (Check all that apply.)

- Paid leave
- Health insurance benefits
- Other benefits (e.g. life, disability insurance)
- Compensation for job-related expenses (e.g., mileage, telephone charges)
- Other non-wage compensation. Please specify:

4.43.

Does your State agency provide written

guidance to local WIC agencies about the nature and amount of initial and ongoing training and support that peer counselors receive?

Guidance can include either State recommendations or State requirements.

- Yes
- No *Skip to 4.46*

[If missing, go to item 4.44]

Soft prompt if missing: *Please provide an answer. The survey is designed to skip some questions based on your responses.*

4.44. Does your State agency have guidelines about the types and minimum amount of initial training that peer counselors must receive? *Guidance can include either State recommendations or State requirements.*

- Yes
- No

4.45. Does your State agency have guidelines about the amount of ongoing training that peer counselors must receive?

- Yes
- No

4.46. the types of ongoing support that peer counselors receive?

- Yes
- No *skip to 4.48*

[If missing, go to item 4.47]

Soft prompt if missing: *Please provide an answer.*

Does your State agency have guidelines about

4.47.

Please specify the areas in which there are

State agency guidelines about support for peer counselors. (Check all that apply)

- Access to breastfeeding consultants and other experts
- Regular contact with local peer counseling supervisor
- Opportunities to shadow experienced peer counselors and/or lactation consultants
- Participation in WIC agency or clinic staff meetings
- Opportunities to meet regularly with other peer counselors
- Other. Specify:
- None of the above

4.48. Does your State agency provide written guidance to local WIC agencies about supervision and job monitoring of peer counselors?

Guidance can include either State recommendations or State requirements.

- Yes
- No *skip to 4.50*

[If missing, go to item 4.49]

Soft prompt if missing: *Please provide an answer.*

4.49. Please indicate in which of the following areas your State agency provides written guidance to local WIC programs about supervision and job monitoring of peer counselors. (Check all that apply)

- Periodic review of client contact logs/activity records by coordinator/supervisor
- Attendance of *Loving Support*® peer counselors in WIC staff meetings
- Observation of *Loving Support*® peer counseling activities by coordinator/supervisor
- Formal performance evaluation/review of *Loving Support*® peer counselors
- Monitoring client participation and retention rates for individual peer counselors
- Review of peer counselors' time sheets, travel vouchers, phone logs, paperwork
- Other. Specify:
- None of the above

4.50. Does your State agency provide written guidance to local WIC agencies about peer counselors' job activities (e.g., duties related to staff training, making referrals, service documentation and program administrative tasks)? *Guidance can include either State recommendations or State requirements.*

- Yes
- No

4.51. Does your State agency provide written guidance to local WIC agencies about the content of peer counseling activities with clients (e.g., topics/issues to discuss with clients, educational activities) and participants? *Guidance can include either State recommendations or State requirements.*

- Yes
- No

4.52. Does your State agency provide written guidance to local WIC agencies about documentation of peer counselors' interactions with WIC participants? *Guidance can include either State recommendations or State requirements.*

- Yes
- No *skip to 4.54*

[If missing, go to item 4.53]

Soft prompt if missing: *Please provide an answer. The survey is designed to skip some questions based on your responses.*

4.53. What type(s) of information does your State agency recommend or require peer counselors to document about peer counseling activities? (Check all that apply)

- Location of contact
- Type of contact (e.g., home visit, phone)
- Duration of contact
- Topics/issues discussed with client
- Referrals made
- Status of breastfeeding (e.g., initiation, exclusivity)
- Unsuccessful attempts to contact WIC participants
- Materials sent to participants
- Demographic data about participant and her baby
- Other. Specify:
- None of the above

4.54. Does your State agency provide written guidance to local WIC agencies about procedures for referrals of *Loving Support*® peer counseling participants to other related services participants? *Guidance can include either State recommendations or State requirements.*

- Yes
- No

4.55. Does your State agency provide written guidance to local WIC agencies requiring or recommending that they establishing community partnerships in support of the *Loving Support*® peer counseling program? *Guidance can include either State recommendations or State requirements.*

- Yes
- No *if No, then this is the last item in the Module. Go to Submit Module Screen.*

[If missing, go to item 4.56]

Soft prompt if missing: *Please provide an answer. The survey is designed to skip some questions based on your responses.*

4.56. Does your State agency recommend or require local WIC agencies to collaborate or form community partnerships with any of the following types of organizations? (Check all that apply)

- Hospitals
- Health clinics
- Schools
- Local food banks
- Emergency housing agencies/homeless shelters
- Child care centers
- Other community agencies
- Other government agencies
- Other. Specify:

**YOU HAVE COMPLETED THE LAST QUESTION IN THIS MODULE OF THE SURVEY
PLEASE REVIEW THE INSTRUCTIONS BELOW AND SUBMIT YOUR RESPONSES.**

Please submit your responses by clicking below on the Submit button. After you have submitted these responses, your State WIC Director will be able to review the answers you gave, and make any changes, if desired.

Back

Save and Continue Later

Submit

Thank you for completing Module 4 of the 2014 WIC Peer Counseling Survey of State WIC agencies! Please let your State WIC Director know that you have completed this Module of the survey.

You may close your browser.

Welcome to the State WIC Agency Survey, Phase 2 of the WIC Peer Counseling Study:

MODULE 5: State Data Collection about the *Loving Support*® Peer Counseling Program

The WIC Breastfeeding Peer Counseling Study is being conducted by Abt Associates Inc. on behalf of the U.S. Department of Agriculture (USDA) Food and Nutrition Service (FNS). You may have completed a survey in 2009 for Phase 1 of the study. The purpose of this survey is to update our understanding of how the *Loving Support*® Peer Counselor Program is being implemented in your State. Many of the questions are focused on activities funded by the FNS *Loving Support*® peer counseling grant, while others address general breastfeeding promotion and support activities in your State agency, which are helpful in understanding the context in which the *Loving Support*® peer counseling is implemented.

OMB Clearance Number: 0584-0548

Expiration Date: 1/31/2015

Estimates of Burden for the Collection of Information.

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this collection is 0584-0548. The time required to complete this information collection is estimated to average 120 minutes per response, including the time to review instructions, search existing data resources, gather the data needed, and complete and review the information collected.

Technical Requirements

For this online survey to work properly, you must be using Internet Explorer v.8 or above, Firefox or Chrome, and you should disable your pop-up blocker if it is currently enabled ([How to Turn Off Your Pop-up Blocker](#)). If you cannot meet these requirements, please call (toll-free) **855-311-2462**, for assistance.

Use of Cookies

This survey makes use of session cookies and is consistent with OMB guidelines for use of [Cookies](#) in Federally sponsored Web sites. While Cookies are used, they do not contain any identifying information about the user and will not be used for any purpose other than to ensure that the survey functions properly. After completing the survey, you may delete the cookies from your hard drive.

Privacy

Your name will not be identified in reports prepared for this study or in data files provided to FNS. None of your responses will be released in a form that identifies you or any other staff member by name, except as required by law. Please note that this study is not part of an audit or management review of WIC operations, but FNS may identify your State agency by name in any reports based on this survey. A decision to participate will not affect your agency or your employment status.

SAVE AND CONTINUE LATER

NEXT

Instructions—Page 1 of 2

Please do not use the "Back" or "Forward" buttons on the top of your browser while in the survey. By doing so, the survey will not work properly, and your responses will not be saved.

The survey is divided into five modules, each with items about one of the following topic areas:

Module 1: General Breastfeeding Promotion Programs

Module 2: State-level Agency Staff and Training for *Loving Support*® Peer Counseling

Module 3: State Distribution of Funds for *Loving Support*® Peer Counseling

Module 4: State Written Guidance for Local *Loving Support*® Peer Counseling Programs

Module 5: State Data Collection about the *Loving Support*® Peer Counseling Program

You are in Module 5: State Data Collection about the *Loving Support*® Peer Counseling Program.

The first question will ask for your name and title; this information may help if questions arise at a later point. Please note that this information will be kept private and will not appear in any reports and will not be given to FNS.

Only one person should enter data into a module at a time. However, if two people are working on different modules at the same time, this is fine. Please be sure that you are working on the module that your State WIC director has assigned you. It is fine if you need to ask another person for answers, but only one staff member should be responsible for entering the data in a particular module.

Taking a break. If you do not have all the information on hand to answer a specific question, you may save the answers you've provided and logout of the survey until you obtain the data needed. . If you plan to leave your computer for an extended amount of time to gather information, the survey will automatically log you out after 15 minutes of inactivity. You will need to log back in to continue. Use the survey link that your State WIC director emailed you to log back in.

Instructions—Page 2 of 2

Saving Answers and Navigating through the Survey

On each survey screen, you will see three buttons, as well as a link to FAQs at the top. Clicking the Next button will automatically save the responses you have entered on that page.

- The **Next** button advances you to the following question.
- The **Back** button takes you back to the previous question, in case you need to review or change an answer. Be aware: if you reverse directions in the survey and change a previous answer, the next question you see may not be the same one from which you reversed. In some items, your response selections determine which subsequent items you will receive.
- The **Save and Continue Later** button will automatically save your responses and exit the survey. You may return to the survey at a later time to continue answering questions. When you re-open this survey module, you will be returned to the place in the survey where you were last working.

The **FAQ** link at the top of the page will open a pop-up window with Frequently Asked Questions that you may find helpful.

Getting Help. If you need help with the survey, please contact us at 855-311-2462 or WICPeerC@abtassoc.com

Back Save and Continue Later Next

MODULE 5: STATE DATA COLLECTION ABOUT THE *LOVING SUPPORT*® PEER COUNSELING PROGRAM

Please enter the Name and Title of the person entering responses for this Module. This information may help if questions arise at a later point. This information will be kept private and will not appear in any reports or data files submitted to FNS.

Name:

Title:

[Back](#) [Save and Continue Later](#) [Next](#)

The next section addresses data that your State Agency may collect on the *Loving Support*® Peer Counseling program.

5.1. Does your State WIC agency collect any data from local WIC agencies (or other local entities that provide peer counseling to WIC participants) about their *Loving Support*® Peer Counseling programs?

- Yes
- No *skip to Submit Module Screen*

[If missing, go to item 5.2]

Soft prompt: Please provide an answer. The survey is designed to skip some questions based on your responses

5.2. Are these data (about local agencies' Loving Support Peer Counseling programs) collected electronically?

- Yes
- No

5.3. Are these data collected from local WIC agencies (or other local entities that provide *Loving Support*® peer counseling to WIC participants) at the individual WIC Participant level?

(Data at the individual level does not necessarily mean that agencies report names, addresses, or other personally identifying information about WIC participants to your State agency. If WIC participants receive a unique identification number, for example, data at the individual level might use ID numbers rather than names to protect a WIC participant's identity. If local agencies provide only summary data about groups of WIC participants receiving *Loving Support*® peer counseling, you should answer "No.")

- Yes
- No

5.4. Which of these data items about their *Loving Support*® Peer Counseling program does your State agency collect from local WIC agencies (or other local entities that provide *Loving Support*® peer counseling to WIC participants)? (Check all that apply)

- Number of WIC participants in *Loving Support*® peer counseling
- Number of pregnant and post-partum WIC participants receiving *Loving Support*® peer counseling
- Number of *Loving Support*® peer counselors in the local WIC agency
- Number of *Loving Support*® peer counseling contacts across all peer counselors in the local WIC agency
- Average number of *Loving Support*® peer counseling contacts per WIC participant receiving *Loving Support*® peer counseling
- Caseload, hours worked, or other information for individual peer counselors
- Other. Specify:
- None of the above

5.5. Which of the following data about *Loving Support*® peer counseling services does your State agency collect from local WIC agencies (or other local entities that provide *Loving Support*® peer counseling to WIC participants)? (Check all that apply)

- Type of prenatal *Loving Support*® peer counseling (telephone, in-person, etc.) received by individual participants
- Frequency of prenatal *Loving Support*® peer counseling received by individual participants
- Type of *Loving Support*® peer counseling (telephone, in-person, etc.) received by individual participants after delivery
- Frequency of *Loving Support*® peer counseling received by individual participants after delivery
- Number of weeks or months after delivery over which *Loving Support*® peer counseling services are received by individual participants
- Other. Specify:
- None of the above

5.6. Which of the following data about WIC participants receiving *Loving Support*® peer counseling services does your State agency collect from local WIC agencies (or other local entities that provide *Loving Support*® peer counseling to WIC participants)? (Check all that apply)

- Demographic information about *Loving Support* peer counseling participants (e.g., race, age, region)
- Feedback from WIC participants about the effects of *Loving Support*® peer counseling
- Food packages received by WIC participants and their infants for women receiving *Loving Support*® peer counseling after delivery
- Breastfeeding status of WIC participants receiving *Loving Support*® peer counseling after delivery
- Other. Specify:
- None of the above

5.7 Does your State agency ask local WIC agencies (or other local entities that provide *Loving Support*® peer counseling to WIC participants) to submit electronic data from peer counselors' documentation of their interactions with WIC participants receiving *Loving Support*® peer counseling services?

- Yes
- No

**YOU HAVE COMPLETED THE LAST QUESTION IN THIS MODULE OF THE SURVEY
PLEASE REVIEW THE INSTRUCTIONS BELOW AND SUBMIT YOUR RESPONSES.**

Please submit your responses by clicking below on the Submit button. After you have submitted these responses, your State WIC Director will be able to review the answers you gave, and make any changes, if desired.

Back

Save and Continue Later

Submit

Thank you for completing Module 5 of the 2014 WIC Peer Counseling Survey of State WIC agencies! Please let your State WIC Director know that you have completed this Module of the survey.

You may close your browser.

CERTIFICATION MODULE

Thank you very much for responding to this survey. Before submitting the responses for your State WIC Agency, we would like your State's WIC Agency's director to certify that this survey is complete.

PLEASE REVIEW THE INSTRUCTIONS BELOW.

As this State's WIC director or an individual designated by this State's WIC director, you may review the responses provided for each module of this survey, and make any changes, if desired. To review each module, click on the links included in the **original invitation email** you received from WICPEERC@abtassoc.com. These links will allow you to review responses in each of the five modules of this survey.

Module 1: General Breastfeeding Promotion Programs

Module 2: State-Level Staff and Training for *Loving Support*® Peer Counseling

Module 3: State Distribution of Funds for *Loving Support*® Peer Counseling

Module 4: State Written Guidance for Local *Loving Support*® Peer Counseling Programs

Module 5: State Data Collection about the *Loving Support*® Peer Counseling Program

Please review responses to each module and ensure that they are complete and, to the best of your knowledge, accurate. As you review each module, any changes you make change will automatically be saved. If you do not wish to change a survey response, do not alter the response shown on screen.

Once you have finished reviewing the five modules, please click on the Next button below: doing so will bring you to a final certification for all five modules your State WIC Agency's Survey for the WIC Peer Counseling Study. If you need assistance, please email WICPEERC@abtassoc.com, or call (toll-free), **1-855-311-2462**.

Save and Continue Later

Next

Enter Name:

- I am the State WIC director.
- I have been designated by the State WIC director to review the survey and determine the information is complete.

If you have been designated by the State WIC director please enter your title:

I have reviewed the following modules and certify that they are complete: *(Check each module you certify as completed.)*

- Module 1: General Breastfeeding Promotion Programs**
- Module 2: State-Level Staff and Training for *Loving Support*® Peer Counseling**
- Module 3: State Distribution of Funds for *Loving Support*® Peer Counseling**
- Module 4: State Written Guidance for Local *Loving Support*® Peer Counseling Programs**
- Module 5: State Data Collection about the *Loving Support*® Peer Counseling Program**

By checking all 5 modules above you are certifying that this online survey is complete and ready to be processed. Please click below on the Submit button.

Back

Save and Continue Later

Submit

Thank you for submitting your State WIC Agency's responses to the 2014 Survey of State WIC agencies for the WIC Peer Counseling Study! We appreciate the time and effort that you and your staff have put into the survey..

We will be in contact with you if we have further questions. If you'd like to contact us, please do not hesitate to call 1-855-311-2462 or email WICPeerC@abtassoc.com.

You may close your browser.

Appendix B: Selected Exhibits by State Agency

Exhibit B.1a State-Level Breastfeeding Promotion Activities for WIC Participants in Addition to the *Loving Support*® Peer Counseling Program, 2014, by State (N=45)

State	Providing equipment (e.g., breast pumps) to WIC participants	Breastfeeding promotion training to WIC staff	Media campaigns and educational materials (e.g., television ads, posters, brochures)	Sponsor certified lactation counselor training (or similar certification training)	Making lactation consultants available to WIC participants	Peer counseling or other counseling by clinic staff for WIC participants that is different than <i>Loving Support</i> ® peer counseling	Classes or support group meetings for WIC participants	Warmline or hotline	Other breastfeeding promotion activities, programs, or campaigns undertaken at the State level
AK	●	●	●	●					
AL	●	●	●		●	●		●	
AR	●	●	●		●	●	●	●	
AZ	●	●						●	
CA	●		●			●			●
CO	●	●	●	●	●	●	●		
CT	●	●		●					
DC	●	●		●	●		●		
DE	●	●	●		●	●	●		
FL			●		●				
GA	●	●	●	●					
HI	●	●	●	●	●	●	●		
IA	●	●	●	●			●		
IL	●	●	●	●					
IN	●	●					●		●
KS	●	●	●		●		●		
KY	●	●	●	●	●				
LA	●	●	●	●	●	●	●	●	
MA	●	●	●	●		●			
MD	●	●	●		●		●		
ME	●	●	●	●	●				
MI	●	●	●	●			●		
MN	●	●	●	●				●	●
MO	●	●	●	●	●	●			●

State	Providing equipment (e.g., breast pumps) to WIC participants	Breastfeeding promotion training to WIC staff	Media campaigns and educational materials (e.g., television ads, posters, brochures)	Sponsor certified lactation counselor training (or similar certification training)	Making lactation consultants available to WIC participants	Peer counseling or other counseling by clinic staff for WIC participants that is different than <i>Loving Support</i> ® peer counseling	Classes or support group meetings for WIC participants	Warmline or hotline	Other breastfeeding promotion activities, programs, or campaigns undertaken at the State level
MS	●	●	●		●	●	●		●
NC	●	●	●	●	●				
ND	●	●	●	●	●				●
NE	●	●							●
NH	●	●	●	●	●	●			●
NM	●	●	●	●	●	●	●		
NV	●	●	●	●	●				
NY		●	●	●	●				●
OH	●	●	●	●	●				
OK	●	●	●	●	●	●		●	
OR	●	●	●	●	●	●			●
SC	●		●	●	●				
SD	●	●	●			●			●
TX	●	●	●	●	●	●	●	●	
UT	●	●	●	●	●				
VA	●	●		●	●				
VT	●	●	●		●				
WA	●	●				●			
WI	●	●	●	●					
WV	●		●	●					
WY		●	●	●					●

● Symbol indicates that the State agency undertook the activity at the State level for WIC participants

Note: Six States (ID, MT, NJ, PA, RI, TN) appropriately skipped Item 1.2 because they indicated in Item 1.1 that the State agency did not conduct breastfeeding promotion activities at the State level that targeted WIC participants (local WIC agency breastfeeding promotion activities were excluded). Other responses are shown in Exhibit B.1b below.

Source: Survey of State WIC Agencies, 2014, Item 1.2

Missing: None.

Exhibit B.1b: Other Breastfeeding Promotion Activities, Programs or Campaigns Undertaken at the State Level and Specified by State WIC Agencies, 2014 (N=12)

State	Other specified State-level breastfeeding promotion activity, program and/or campaigns
CA	Regional Breastfeeding Liaisons
IN	State Fair Lactation Station: PC Support Groups: Breastfeeding Coordinator Support Groups; Breast Pump Training
MN	State provides WBW [World Breastfeeding Week] and other BF promo materials to local agencies. MN WIC works in collaboration with others within MDH and with organizations outside of MDH, such as the MN Breastfeeding Coalition.
ND	WBW Promotion, Member of the state breastfeeding coalition, work with state MCH breastfeeding coordinator, promote the statewide Infant Friendly Worksite Designation Program, breastfeeding law technical assistance
NE	Coordination with State Breastfeeding Coalition
NH	Public health week, world breastfeeding week, coordination with MCH programs
NY	Great Beginnings: The Future Starts with Breastfeeding and the website breastfeedingpartners.org
OR	Support state breastfeeding coalition
SD	Breastfeeding.org website, Involvement with Breastfeeding Coalition in South Dakota

Source: Survey of State WIC Agencies, 2014, Item 1.2

Missing: 3 States marked “other,” but did not specify what “other” activities they conduct at the State level.

Exhibit B.2a State WIC Agency Guidance For Peer Counselor Compensation: Wages, Benefits, Career Paths, by State, 2014 (N=28)

State	Item 4.36	Item 4.37	Item 4.38	Item 4.39	Item 4.40
	Provides guidance to LWAs about peer counselors' wages, benefits, career paths	State requires that peer counselors are paid	State sets minimum amount that peer counselors must be paid	Minimum peer counselor pay is equivalent to WIC entry-level wage	Minimum amount that peer counselors must be paid
CO	Y	N			
RI	Y	N			
CA	Y	Y	N		
CT	Y	Y	N		
MD	Y	Y	N		
MN	Y	Y	N		
NC	Y	Y	N		
NJ	Y	Y	N		
NY	Y	Y	N		
OR	Y	Y	N		
WI	Y	Y	N		
AL	Y	Y	Y	N	\$7.40
GA	Y	Y	Y	N	\$11.00
LA	Y	Y	Y	N	\$12.00
OK	Y	Y	Y	N	\$13.00
TN	Y	Y	Y	N	\$11.80
UT	Y	Y	Y	N	\$8.00
WA	Y	Y	Y	N	\$9.32
WY	Y	Y	Y	N	\$11.00
AR	Y	Y	Y	Y	\$11.56
ID	Y	Y	Y	Y	\$7.00
IL	Y	Y	Y	Y	.
NE	Y	Y	Y	Y	\$8.00
NM	Y	Y	Y	Y	\$11.00
SD	Y	Y	Y	Y	.
VT	Y	Y	Y	Y	\$11.45
KS	Y	Y	Y	.	.
MA	Y	Y	Y	.	\$11.37

Notes: The 23 States that answered “No” to Item 4.36 are not shown in the Exhibit and did not receive Items 4.37-4.40. States that answered “No” to Item 4.37 (State requires that peer counselors are paid) did not receive Items 4.38-4.40. States that answered “No” to Item 4.38 (State sets minimum wage) did not receive Items 4.39-4.40.

Source: Survey of State WIC Agencies, 2014, Items 4.36, 4.37, 4.38, 4.39 and 4.40

Missing: Two States did not respond to Item 4.39 (minimum...equivalent to WIC entry-level wage; Three States did not respond to Item 4.40 (minimum wage ...peer counselors must be paid)

Exhibit B.2b State WIC Agency Guidance for Peer Counselor Non-Wage Compensation, by State, 2014 (N=30)

State	Item 4.41	Item 4.42: Areas of non-wage compensation for which State agency has guidelines					
	State has guidelines about non-wage compensation for peer counselors	Paid leave	Health insurance	Other benefits (e.g., life, disability insurance)	Job-related expenses	Other non-wage compensation	Other non-wage compensation specified by the State WIC agency
AL	Y	N	N	N	Y	N	
AR	Y	Y	Y	Y	Y	N	
CA	Y	N	N	N	Y	N	
CT	Y	N	N	N	N	N	
DE	Y	N	N	N	Y	N	
FL	Y	Y	Y	Y	Y	N	
GA	Y	N	N	N	Y	N	
HI	Y	Y	Y	Y	Y	N	
IL	Y	N	N	N	Y	Y	fringe benefits when possible
IN	Y	N	N	N	Y	N	
KY	Y	N	N	N	Y	N	
LA	Y	N	N	N	Y	N	
MA	Y	N	N	N	Y	N	
ME	Y	Y	Y	Y	Y	N	
MN	Y	N	N	N	Y	N	
MO	Y	N	N	N	Y	N	
MS	Y	
NC	Y	Y	Y	Y	Y	N	
NJ	Y	N	N	N	Y	N	
NM	Y	
NY	Y	N	N	N	Y	N	
OK	Y	Y	Y	Y	Y	N	
PA	Y	N	N	N	Y	N	
SC	Y	N	Y	N	Y	N	
SD	Y	N	N	Y	Y	N	
TN	Y	Y	Y	Y	Y	N	
VA	Y	N	N	N	Y	N	
VT	Y	N	N	N	Y	N	
WA	Y	N	N	N	Y	N	
WY	Y	N	N	N	Y	N	

Notes: The 21 States that answered “No” to Item 4.41 (State has guidance about non-wage compensation for peer counselors) are not shown in the Exhibit and they did not receive Item 4.42 on the survey.

Source: Survey of State WIC Agencies, 2014, Items 4.41 and 4.42

Missing: Two States did not respond to Item 4.42 (For which areas of non-wage compensation does your State agency have guidelines?)

Exhibit B.3: Percent of Local WIC Agencies Operating *Loving Support*® Peer Counseling, by State, 2014 (N=51)

State	Percent of LWAs operating <i>Loving Support</i> ® Peer Counseling	State	Percent of LWAs operating <i>Loving Support</i> ® Peer Counseling
Alaska	46.2%	North Carolina	82.6%
Alabama	100.0%	North Dakota	13.6%
Arkansas	100.0%	Nebraska	76.9%
Arizona	47.6%	New Hampshire	100%
California	57.1%	New Jersey	58.8%
Colorado	43.6%	New Mexico	100%
Connecticut	33.3%	Nevada	35.3%
District of Columbia	100.0%	New York	100%
Delaware	100.0%	Ohio	100%
Florida	100.0%	Oklahoma	13.3%
Georgia	94.7%	Oregon	32.4%
Hawaii	47.1%	Pennsylvania	58.3%
Iowa	35.0%	Rhode Island	100%
Idaho	77.8%	South Carolina	100%
Illinois	71.1%	South Dakota	11.3%
Indiana	100.0%	Tennessee	100%
Kansas	59.2%	Texas	100%
Kentucky	33.3%	Utah	100%
Louisiana	100.0%	Virginia	100%
Massachusetts	100.0%	Vermont	41.7%
Maryland	77.8%	Washington	54.1%
Maine	80.0%	Wisconsin	83.1%
Michigan	70.8%	West Virginia	100%
Minnesota	30.2%	Wyoming	73.7%
Missouri	61.5%		
Mississippi	92.9%		
Montana	37.0%		

Note: Four States (Alabama, Louisiana, New Mexico and Wyoming) did not specify on the survey the LWAs or local areas in which *Loving Support*® Peer Counseling Services were offered. Data needed for this exhibit were collected during follow-up telephone calls with State WIC agency officials. Arkansas reported no local entities in WIC PC 2012, so its State agency was included as a single entity that operates the *Loving Support*® Peer Counseling Program.

Source: Survey of State WIC Agencies, 2014, Module 3, Item 3.2

Missing: None

Exhibit B.4: Local WIC Agencies Operating *Loving Support* ® Peer Counseling in Each State, by Size, 2014 (N=51)

State	Distribution of LWAs that operate <i> Loving Support </i> ® Peer Counseling, by LWA size				Distribution of LWAs that do not operate <i> Loving Support </i> ® Peer Counseling, by LWA size			
	Small ^a	Medium ^b	Large ^c	Total	Small ^a	Medium ^b	Large ^c	Total
AK	0%	80%	20%	100%	71%	29%	0%	100%
AL	0%	0%	100%	100%	0%	0%	0%	0%
AR	0%	0%	100%	100%	0%	0%	0%	0%
AZ	0%	30%	70%	100%	45%	27%	27%	100%
CA	0%	17%	83%	100%	22%	36%	42%	100%
CO	35%	18%	47%	100%	82%	18%	0%	100%
CT	0%	25%	75%	100%	0%	25%	75%	100%
DC	0%	75%	25%	100%	0%	0%	0%	0%
DE	0%	0%	100	100%	0%	0%	0%	0%
FL	0%	24%	76%	100%	0%	0%	0%	0%
GA	0%	0%	100	100%	0%	0%	100%	100%
HI	0%	71%	29%	100%	33%	44%	22%	100%
IA	0%	43%	57%	100%	0%	69%	31%	100%
ID	0%	14%	86%	100%	100%	0%	0%	100%
IL	51%	22%	28%	100%	57%	25%	18%	100%
IN	22%	54%	24%	100%	0%	0%	0%	0%
KS	34%	48%	17%	100%	89%	11%	0%	100%
KY	24%	43%	33%	100%	44%	49%	8%	100%
LA	53%	38%	8%	100%	0%	0%	0%	0%
MA	9%	63%	29%	100%	0%	0%	0%	0%
MD	0%	36%	64%	100%	25%	25%	50%	100%
ME	0%	50%	50%	100%	0%	0%	100%	100%
MI	9%	47%	44%	100%	7%	50	43%	100%
MN	73%	15%	12%	100%	71%	26%	3%	100%
MO	50%	38%	13%	100%	87%	13%	0%	100%
MS	15%	15%	69%	100%	100%	0%	0%	100%
MT	40%	60%	0%	100%	100%	0%	0%	100%
NC	20%	54%	27%	100%	47%	47%	7%	100%
ND	67%	33%	0%	100%	84%	16%	0%	100%
NE	20%	70%	10%	100%	33%	33%	33%	100%
NH	0%	50%	50%	100%	0%	0%	0%	0%
NJ	0%	0%	100%	100%	0%	14%	86%	100%
NM	0%	33%	67%	100%	0%	0%	0%	0%
NV	17%	17%	67%	100%	64%	18%	18%	100%

State	Distribution of LWAs that operate <i>Loving Support</i> ® Peer Counseling, by LWA size				Distribution of LWAs that do not operate <i>Loving Support</i> ® Peer Counseling, by LWA size			
	Small ^a	Medium ^b	Large ^c	Total	Small ^a	Medium ^b	Large ^c	Total
NY	11%	38%	52%	100%	0%	0%	0%	0%
OH	29%	49%	22%	100%	0%	0%	0%	0%
OK	0%	0%	100	100%	46%	31%	23%	100%
OR	0%	36%	64%	100%	65%	30%	4%	100%
PA	0%	36%	64%	100%	10%	10%	80%	100%
RI	11%	78%	11%	100%	0%	0%	0%	0%
SC	0%	11%	89%	100%	0%	0%	0%	0%
SD	100%	0%	0%	100%	94%	2%	4%	100%
TN	0%	7%	93%	100%	0%	0%	0%	0%
TX	8%	28%	65%	100%	0%	0%	0%	0%
UT	25%	25%	50%	100%	0%	0%	0%	0%
VA	0%	34%	66%	100%	0%	0%	0%	0%
VT	40%	60%	0%	100%	86%	14%	0%	100%
WA	24%	24%	52%	100%	82%	11%	7%	100%
WI	44%	44%	12%	100%	91%	9%	0%	100%
WV	0%	0%	100%	100%	0%	0%	0%	0%
WY	86%	14%	0%	100%	80%	20%	0%	100%

Note: To permit comparisons between 2008 and 2014, the size definitions used in USDA (2010) were used to classify the LWAs operating *Loving Support*® Peer Counseling as reported by State WIC agencies in 2014. At both points in time, 2014 and 2008, “small” agencies were defined as those serving less than 115 pregnant WIC participants in a given month; “medium” agencies were defined as those serving 116-389 pregnant WIC participants in a given month; and “large” agencies were defined as those serving 390 or more pregnant WIC participants in a given month. These size definitions were based on the distribution of agency sizes found using WIC PC 2008 data for which LWAs reported the number of pregnant WIC participants served in April, 2008.

Four States (Alabama, Louisiana, New Mexico and Wyoming) did not specify on the survey the LWAs or local areas in which *Loving Support* Peer Counseling Services were offered. Data needed for this exhibit were collected during follow-up telephone calls with State WIC agency officials. Arkansas reported no local entities in WIC PC 2012, so its State agency was included as a single entity that operates the *Loving Support* Peer Counseling Program.

Source: Survey of State WIC Agencies, 2014, Module 3, Item 3.2 and WIC PC 2008 and 2012 Census Files.

Missing: None

Exhibit B.5 Measures of Breastfeeding Incidence, Duration and Prevalence by *Loving Support*® Peer Counseling Status, Per State, 2014 (N=51)

State	Participants in LWAs with <i>Loving Support</i> ® Peer Counseling program that receives FNS peer counseling grant funds				Participants in LWAs without <i>Loving Support</i> ® Peer Counseling program			
	Breastfeeding initiation	Breastfeeding duration: More than 6 weeks	Breastfeeding duration: More than 24 weeks	Breastfeeding prevalence among women ^a	Breastfeeding initiation	Breastfeeding duration: More than 6 weeks	Breastfeeding duration: More than 24 weeks	Breastfeeding prevalence among women ^a
AK	82%	47%	8%	72%	83%	46%	12%	73%
AL	45%	46%	10%	23%	0%	0%	0%	0%
AR	43%	41%	12%	22%	0%	0%	0%	0%
AZ	65%	54%	14%	64%	70%	50%	12%	58%
CA	78%	62%	16%	58%	77%	62%	15%	54%
CO	78%	45%	8%	47%	73%	47%	10%	45%
CT	71%	33%	5%	52%	74%	36%	6%	52%
DC	56%	81%	26%	50%	0%	0%	0%	0%
DE	42%	46%	10%	29%	0%	0%	0%	0%
FL	74%	45%	9%	53%	0%	0%	0%	0%
GA	60%	45%	7%	47%	57%	53%	8%	49%
HI	91%	58%	12%	68%	85%	52%	9%	61%
IA	60%	42%	8%	38%	63%	41%	7%	38%
ID	86%	32%	6%	56%	75%	36%	0%	45%
IL	68%	42%	8%	44%	65%	43%	8%	42%
IN	69%	39%	8%	36%	66%	41%	10%	37%
KS	75%	43%	7%	44%	70%	40%	7%	35%
KY	23%	21%	4%	22%	24%	23%	4%	22%
LA	35%	44%	11%	18%	0%	0%	0%	0%
MA	76%	50%	12%	53%	0%	0%	0%	0%
MD	67%	53%	18%	64%	50%	42%	11%	47%
ME	65%	33%	4%	42%	67%	41%	9%	43%
MI	62%	40%	9%	35%	57%	41%	7%	30%
MN	72%	58%	17%	57%	73%	54%	14%	50%
MO	63%	42%	8%	35%	60%	40%	7%	32%
MS	31%	0%	0%	20%	32%	0%	0%	8%
MT	81%	54%	13%	57%	65%	51%	14%	41%
NC	65%	51%	17%	48%	53%	47%	19%	32%
ND	74%	54%	14%	47%	64%	47%	9%	42%

State	Participants in LWAs with <i>Loving Support</i> ® Peer Counseling program that receives FNS peer counseling grant funds				Participants in LWAs without <i>Loving Support</i> ® Peer Counseling program			
	Breastfeeding initiation	Breastfeeding duration: More than 6 weeks	Breastfeeding duration: More than 24 weeks	Breastfeeding prevalence among women ^a	Breastfeeding initiation	Breastfeeding duration: More than 6 weeks	Breastfeeding duration: More than 24 weeks	Breastfeeding prevalence among women ^a
NE	74%	46%	8%	43%	75%	41%	9%	39%
NH	73%	40%	8%	43%	0%	0%	0%	0%
NJ	67%	66%	16%	61%	57%	67%	14%	53%
NM	77%	29%	5%	64%	0%	0%	0%	0%
NV	0%	0%	0%	42%	0%	0%	0%	38%
NY	79%	56%	16%	63%	82%	56%	12%	64%
OH	54%	44%	5%	32%	0%	0%	0%	0%
OK	70%	25%	5%	40%	70%	24%	5%	36%
OR	91%	37%	5%	57%	90%	33%	5%	56%
PA	56%	41%	8%	39%	47%	38%	8%	32%
RI	61%	47%	10%	34%	62%	60%	12%	43%
SC	50%	39%	7%	23%	0%	0%	0%	0%
SD	62%	14%	2%	37%	64%	18%	1%	39%
TN	48%	45%	12%	36%	0%	0%	0%	0%
TX	81%	31%	6%	67%	0%	0%	0%	0%
UT	85%	54%	12%	61%	0%	0%	0%	0%
VA	58%	43%	8%	38%	0%	0%	0%	0%
VT	76%	55%	7%	59%	79%	47%	8%	62%
WA	88%	51%	11%	61%	83%	48%	10%	55%
WI	71%	41%	8%	54%	70%	38%	8%	53%
WV	44%	42%	5%	28%	0%	0%	0%	0%

Note: Four States (Alabama, Louisiana, New Mexico and Wyoming) did not specify on the survey the LWAs or local areas in which *Loving Support*® Peer Counseling Services were offered. Data needed for this exhibit were collected during follow-up telephone calls with State WIC agency officials. Arkansas reported no local entities in WIC PC 2012, so its State agency was included as a single entity that operates the *Loving Support*® Peer Counseling Program.

Source: Survey of State WIC Agencies, 2014, Module 3, Item 3.2 and special tabulations using WIC PC 2012 Census Files.
^a Prevalence is the ratio of breastfeeding WIC participants to the sum of breastfeeding and post-partum WIC participants in WIC PC Census Files.