



Loving Support™ Model for a Successful Peer Counseling Program

- **Adequate Program Support from State and Local Management**

- Appropriate Definition of Peer Counselor
 - Paraprofessional
 - 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 "Using Loving Support to Manage Peer Counseling Programs™" and "Peer Counseling: Making a Difference for WIC Families™" training curriculum and PowerPoint presentations)
- 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 "Loving Support through Peer Counseling™" training curriculum, available 2005)
- 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 inservices as part of the WIC team