

Project Overview

Slide #1

***Loving Support*© through Peer Counseling**

This train the trainer presentation is the second of the two USDA Food and Nutrition Service (FNS) curricula designed to assist Women, Infants, and Children (WIC) State and local agencies with training peer counselors.

Slide #2

Using *Loving Support*© to Implement Best Practices in Peer Counseling

The curriculum is part of the overall training and technical assistance initiative through FNS, Using *Loving Support*© to Implement Best Practices in Peer Counseling. This initiative is structured to equip WIC Programs with a framework to aid in designing, building, maintaining, and sustaining peer counseling programs.

Slide #3

Using *Loving Support*© to Implement Best Practices in Peer Counseling

The project responds to an FNS need for development of a comprehensive peer counseling program that can build upon the momentum of WIC's National Breastfeeding Program, *Loving Support*© *Makes Breastfeeding Work* program, and enhance the continuity of WIC's current breastfeeding management and counseling efforts. The strong client-centered approach of *Loving Support*© forms the basis for the entire project.

Slide #4

Funding Available for State Agencies for Breastfeeding Peer Counseling

As part of WIC's vision for institutionalizing peer counseling in the WIC Program, funding has been made available to State WIC agencies for implementing and expanding peer counseling programs.

Slide #5

Research With WIC Programs

Best Start Social Marketing interviewed WIC State and local management staff, as well as peer counselors, in all geographic regions of the country, to guide the development of appropriate WIC-specific training curricula.

[Key Talking Points]

- Best Start conducted a literature review.
- More than 125 in-depth interviews were conducted with:
 - WIC Programs that currently provide peer counseling.
 - WIC Programs that do not provide peer counseling.

- WIC Programs that once offered peer counseling but have since discontinued it.
- Interviews were also conducted with non-WIC programs that provide peer counseling.
- Best Start conducted a thorough review of all known current curriculum programs being used in WIC and non-WIC settings.
- A strategy panel was convened to assess the research findings and provide recommendations to guide the development of the curriculum.

Slide #6

FNS Model for a Successful Peer Counseling Program

Based on the research findings, FNS established a WIC-specific model for successful peer counseling programs with a focus on adequate program support from State and local WIC management.

[Key Talking Points]

- The FNS Model includes the following key components:
 - Designated peer counselor managers/coordinators at State and/or local level.
 - Defined job parameters and job descriptions.
 - Adequate compensation and reimbursement for peer counselors.
 - Trainings of appropriate WIC State/local peer counseling management and clinic staff.

Slide #7

FNS Model for a Successful Peer Counseling Program

[Key Talking Points]

- Additional components of the FNS Model include:
 - Establishment of standardized policies and procedures.
 - Adequate supervision and monitoring.
 - Establishment of community partnerships.

Slide #8

FNS Model for a Successful Peer Counseling Program

The FNS Model also includes recommendations for adequate program support for peer counselors.

[Key Talking Points]

- These components include:
 - Adequate and appropriate training and continuing education for peer counselors.
 - Timely access to lactation experts.
 - Regular, systematic contact with supervisor.
 - Participation in regular clinic staff meetings as part of the WIC team.
 - Opportunities to meet regularly with other peer counselors.

Slide #9

Training Session #1 – Using *Loving Support*© to Manage Peer Counseling Programs

This curriculum is designed for State-level management staff and was presented in 2004 to State WIC directors, breastfeeding coordinators, and other management staff in all seven USDA geographic regions of the country.

[Key Talking Points]

- The training included topics pertinent to implementing and sustaining peer counseling programs in WIC, including:
 - Addressing issues at the local level.
 - Recruiting and hiring peer counselors.
 - Defining the scope of practice for peer counselors.
 - Supervision and monitoring of peer counselors.
 - Retaining peer counselors.
 - Building collaborations with community partners.

Slide #10

Training Session #2 – *Loving Support*© through Peer Counseling

The second training curriculum focuses on specific training of WIC peer counselors and provides detail on how to appropriately and effectively equip peer counselors to begin their jobs of supporting new mothers with breastfeeding. This curriculum is a companion to the management training curriculum provided a year ago and builds on the principles learned in the research.

Over the next two days, you will learn aspects of training peer counselors that directly relate to the important components of this management curriculum. For more information about the management curriculum, contact your State breastfeeding coordinator or the FNS regional office.

[Key Talking Points]

- The training includes:
 - Evidence-based instructional elements.
 - Basic skills needed to be successful as a WIC peer counselor.
 - Strategies for providing appropriate education and support for WIC mothers.

Slide #11

About the Curriculum

The training curriculum is being presented for WIC State and local agency staff and other community partners who have been designated to train peer counselors in the core skills necessary for supporting WIC mothers with breastfeeding. As a potential trainer,

you are receiving everything you need to be able to conduct training with peer counselors.

[Key Talking Points]

- Training Manual...includes a complete set of 12 modules covering the basic core skills found in the research to be important for new peer counselors.
- CD-ROM...adhered to the inside front cover provides the PowerPoint presentation, the curriculum, all training activity handouts, instructional handouts for further study and reference, and reproducible tools.
- Videos...you are receiving two videos that can be useful to you in conducting your peer counseling training. These videos were acquired from the Texas WIC Program and include:
 - *Peer Counselors: A Loving Link in a Caring Team* highlights the various ways peer counselors can make referrals to breastfeeding experts and other professionals.
 - *Peer Counselors Share Their Experiences* spotlights the ways some peer counselors believe their jobs have made a difference for WIC families.
- Book...Amy Spangler's *Breastfeeding: A Parent's Guide* is being recommended as a valuable reference for peer counselors. The book's simple format and language makes it easy for peer counselors to follow and reinforces the core skills that peer counselors will learn in their initial training.

Slide #12

The Core Components

The Table of Contents in the curriculum provides a list of the 12 modules that will be conducted with peer counselors. The modules are designed to build on one another so there is a logical flow in a peer counselor's processing of the information.

[Key Talking Points]

- Module 1 (Becoming a WIC Peer Counselor) – helps peer counselors understand immediately the full scope of their job expectations so they will have that foundation before they begin learning specific breastfeeding information.
- Module 2 (Giving Babies the Best) – describes why breastfeeding is so important and helps peer counselors address personal myths they may have about breastfeeding.
- Modules 3-4 (*Loving Support*© Makes Breastfeeding Work and Counseling and Communication Skills) help peer counselors build a base of skills to help women address their barriers to breastfeeding. This core skills training provides an overview to the Best Start 3-Step Counseling Strategy© that

prepares you to teach these foundational principles to your peer counselors. These principles:

- Are a client-centered approach that empowers new mothers by helping them discover and address their personal barriers to breastfeeding.
- Reflect the platform for WIC's entire *Loving Support*© program that is client-centered.
- Build a peer counselor's skills and confidence in learning how to talk with mothers about breastfeeding.
- Form the foundation for the entire curriculum, "*Loving Support*© through Peer Counseling."
- Are reinforced throughout all modules so that peer counselors learn practical ways to apply their new counseling skills in talking with mothers at various stages of their pregnancies and breastfeeding experiences.
- Modules 5-6 (Getting Started With Breastfeeding and Talking With Mothers About Breastfeeding...When Early Problems Occur) help peer counselors understand the basics of how breastfeeding works and how to prevent and manage very basic common concerns that may arise with new mothers. The modules provide opportunities for peer counselors to practice the 3-Step Counseling© skills so they can immediately apply the counseling component in specific situations they will encounter.
- Modules 7-10 (Talking With Mothers About Breastfeeding...During Pregnancy through Talking With Mothers About Breastfeeding...During Months 7 to 12) take a logical flow from pregnancy through the end of the baby's first year of life with a focus on how to use the 3-Step skills in talking with mothers throughout the continuum of care.
- Module 11 (Talking With Mothers About Breastfeeding... When Mother and Baby are Separated) explores ways peer counselors can use counseling principles to support mothers when they must be separated from their infants, including returning to work or school, and includes strategies for maintaining milk supply and storing human milk.
- Module 12 (Being Part of WIC's "Circle of Care" For Breastfeeding Mothers) puts it all together for peer counselors by helping them see what an invaluable part of the team they are and ways they can strengthen their positions as a member of this team.
- In addition, two sessions are designed just for YOU as trainers:
 - Strategies for Training Peer Counselors is designed to equip you as a trainer in better understanding the training approach and how you can adapt the keys to effective

learning in your own training programs with peer counselors.

- Continuing Education of Peer Counselors provides you with multiple opportunities to build on the peer counselor's initial training with ongoing reinforcement and mentoring.

Slide #13

Curriculum Structure

The training is designed in a strong interactive approach that helps peer counselors build skills as they become engaged in hands-on learning of the material. The curriculum provides complete guidance in how to set up and conduct this style of training for peer counselors.

[Key Talking Points]

- *Overview...* provides you as a trainer with the key topics that are covered in the module.
- *Learning Objectives...* establish the goals for learning in the module.
- *Anticipated Time...* gives you an idea of approximately how long it might take to present each module if training a group of eight to ten peer counselors. This time may need to be adjusted if you are training larger groups.
- *Checklist...* provides trainers with a complete list of items needed to teach the module including audio-visual equipment, teaching tools, and resources.
 - *Handouts...* are listed in the opening section as a reference. All handouts are provided as reproducible Word documents on your CD-ROM.
- *List of Resources...* includes a variety of both WIC and non-WIC resources easily accessed through the Internet or other places. Many of these resources could serve as valuable references for peer counselors to supplement their learning.
- *Additional Learning Opportunities...* provides options for reinforcing a peer counselor's learning through both independent study or shadowing opportunities.
- Module contents provide everything you need to confidently teach the information to peer counselors and include:
 - List of slides that correspond to the PowerPoint slides.
 - Brief overview statement of what the slide is about.
 - Key talking points with the main teaching points that you can adapt to fit your own teaching style.
 - Activities with complete instructions to conduct interactive learning opportunities for peer counselors. These include ideas for modifying in both large and small groups.
 - Instructional Guidance...with additional suggestions you might consider in presenting the key concepts as well as

new information about breastfeeding that may be helpful to you in presenting the information.

Slide #14

About Today's Training

Today's two-day training is being presented in each of the FNS geographic regions of the United States. The training is presented in a "Train the Trainer" format to help you feel comfortable teaching the material to your peer counselors.

[Key Talking Points]

- The orientation for this training is the peer counselor. All training activities conducted over the next two days are designed to help facilitate that process.
- As the designated trainer of peer counselors in your State, you are already well familiar with much of the content that we will present today. Therefore, we will not be teaching the content, but, rather, teaching you how to present this to your peer counselors.
- We will take both formal breaks and shorter in-room breaks to allow you plenty of time to stretch. We will also participate in many of the activities that may require you to get out of your seat.
- Please feel free to slip out if you need a restroom break or a soft drink before an official break begins. We want you to be comfortable.
- Multiple opportunities for discussion are inserted into the modules. For other questions you might have, please hold them to the end. We will address them at that time.