



Memorandum

#11-074

TO: WIC Regional Directors
WIC Local Agency Directors

FROM: Linda Brumble, Unit Manager
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: June 3, 2011

SUBJECT: New Peer Counseling Program Curriculum

The United States Department of Agriculture (USDA), Food and Nutrition Services is excited to announce the update to the existing peer counseling program curriculum used in WIC agencies across the country. This updated curriculum builds on the successes of the *Using Loving Support to Implement Best Practices in Peer Counseling* initiative in WIC, and will be ready to roll out in “train the trainer” events in each of the USDA geographic regions of the country in October-November 2011. Please share this information to all staff that may be interested in attending.

This updated curriculum will be piloted in Dallas, Texas on **July 6-8, 2011**. As we prepare for the final development of these classes, feedback from WIC State and local agency staff in Texas will assist us in making final preparations to launch the new program or programs. The training will include:

Day 1, July 6 and Day 2, July 7, 2011: *Loving Support*© Through Peer Counseling: A Journey Together

Target Audience: State and local agency breastfeeding coordinators, trainers of peer counselors, supervisors, and peer counselors

Key Topics:

- Peer counselor roles and responsibilities
- Counseling skills
- Getting a good start with breastfeeding
- Managing common concerns
- How to talk with breastfeeding moms from pregnancy through weaning

Day 3, July 8, 2011: Using *Loving Support*© to Manage Peer Counseling Programs

Target Audience: State and local agency WIC directors, breastfeeding coordinators, peer counselor coordinators, supervisors of peer counselors, and others who provide oversight to peer support programs

Key Topics:

- The power of peer counseling programs
- Program planning
- Supervising and mentoring peer counselors
- Scope of practice for peer counselors
- Recruiting and hiring peer counselors
- Strategies for training peer counselors
- Retaining peer counselors

Anyone interested in being part of this pilot should complete the *Registration for New Peer Counseling Program Curriculum* form on page 3 of this memo. Please fax your completed form to: Kristina Arrieta, Peer Counselor Coordinator, at (512) 341-4473 **no later than Friday, June 10, 2011.**

Please indicate what you do at the clinic and which day you are interested in. Space is limited and we need to represent as many areas of the state as possible. Please verify that you will be able to attend on the date(s) that you are requesting. All staff chosen to attend will be contacted by Kristina by **Wednesday, June 15, 2011.**

If you have questions, or require additional information, please contact Kristina Arrieta, Peer Counselor, Nutrition Education/Clinic Services Unit, at (512) 341-4593 or email kristina.arrieta@dshs.state.tx.us.

Registration for New Peer Counseling Program Curriculum

Name: _____, Clinic Position _____

LA#: _____ Local Agency Name _____

Please contact me at: (_____) _____
Area Code Phone #

or email _____

I am interested in attending: Please check the day(s) you will be attending.

- Day1, July 6 and Day-2, July 7, 2011: *Loving Support*© Through Peer Counseling: A Journey Together**

Key Topics:

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**Please fax your request to:
Kristina Arrieta**

(512) 341-4473

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