



Memorandum

#16-052

TO: WIC Regional Directors
WIC Local Agency Directors

FROM: Amanda Hovis, Director
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: May 27, 2016

SUBJECT: Breastfeeding Funding Request Opportunity for FY 2017

The opportunity for Local Agencies to request Lactation Services and/or Peer Counselor funding for FY 2017 (October 2016 - September 2017) is now available.

To apply for either of these funding opportunities, please complete the online survey, at <https://www.surveymonkey.com/r/CJVG7M> by close of business, **June 10, 2016**.

Only those LAs that complete and submit the survey will be eligible to receive additional funding. The dollar amount allocated to each local agency will be determined by the total requests received and the relative need of each requesting agency. All agencies approved for funding will be notified in writing.

Lactation Services funding may be used:

1. To pay for lactation consultations by (a) qualified professionals on contract, (b) qualified professionals that can be put on contract according to WIC Policy AC 16.0, or (c) a qualified employee after normal working hours depending on LA personnel policies and procedures.
2. To reimburse LA staff for fees paid to prepare for (i.e., prerequisite courses, prep courses, and study materials) or to take the International Board of Lactation Consultant Examiners (IBLCE) exam. See <http://iblce.org/> for more information.
3. To pay for equipment (i.e., webcams) to facilitate tele-conferencing with the Houston Lactation Foundation as per WIC Policy CS: 33.0, available at <http://texaswic.dshs.state.tx.us/wiclessons/WicRef/index.html>.
4. To pay for supplies that complement lactation consultations, such as large and extra-large breast pump flanges, nipple shields and shells, nursing bras, and supplemental nursing systems.
5. To pay for reference books and teaching aids for staff, such as breastfeeding dolls, stuffed breasts, belly balls, flip charts, and other teaching tools or supplies to create teaching tools.

6. To pay for equipment to establish and to supply a nursing room to be used for lactation consultations and as a private place for WIC moms to nurse and pump.
7. To reimburse designated WIC representatives so they may attend the Texas Ten Step Star Achiever Cohort C learning Sessions. This only applies to *select* LA WIC staff.
8. To pay for other innovative expenditures, which are approved on a case-by-case basis by the State Agency.

Peer Counselor funding may be used:

1. To develop or to expand activities needed to sustain a successful peer counseling program.
2. To compensate counselors, designated peer counselor managers/coordinators, and referral experts, i.e., IBCLCs.
3. To reimburse for peer counselor training and training materials.
4. To pay for telephone expenses related to participant contacts and/or travel for home and hospital visits.
5. To pay for the recruitment of peer counseling staff.
6. To advertise the peer counseling program.
7. To purchase breastfeeding materials (i.e., fabric breasts and dolls for demonstration purposes, videos).
8. To fund salaries of peer counselors working outside of clinic hours, as well as outside of the clinic (i.e., hospital, home visits, follow-up calls from home).
9. To pay for other expenditures related to peer counseling activities that are consistent with the Loving Support Model.

If applying for Peer Dad funding, please request this on question 8 of the Peer Counselor Funding Request part of the survey under “Other expenditures consistent with the Loving Support model.”

Please note that this memo is not an exhaustive list of allowable costs. For additional information, please refer to WIC Policy AC: 34.0 at <http://texaswic.dshs.state.tx.us/wiclessons/WicRef/index.html>

If you have questions or need assistance regarding the Lactation Services funding, please contact Faith Njoroge, Nutrition Education Consultant, Nutrition Education/Clinic Services Unit, at (512) 341-4575 or Faith.Njoroge@dshs.state.tx.us.

If you have questions or need assistance regarding the Peer Counselor funding, please contact Kristina Arrieta, Peer Counselor Coordinator, Nutrition Education/Clinic Services Unit, at (512) 341-4593 or Kristina.Arrieta@DSHS.state.tx.us.