



Memorandum

#09-158

TO: Regional Medical Directors for
Health Service Regions 4/5, 6 & 5 South, 9/10 and 11
WIC Local Agency Directors

FROM: Mike Montgomery, Section Director
Nutrition Services Section

DATE: December 2, 2009

SUBJECT: Increased Peer Counselor Funding

The State Agency will allocate additional peer counselor funding to local agencies in January, 2010. Congress has appropriated a substantial increase in peer counselor funding endorsing the establishment of breastfeeding peer counselors as a core service of the WIC Program as a priority of USDA Food and Nutrition Services (FNS). Studies conducted by FNS consultants have confirmed the success of breastfeeding peer counselors in increasing breastfeeding rates in the WIC Program. As a result this funding is expected to continue to increase in future years.

Because this is a clear mandate of the WIC Program nationally and because the amount of the new funding award is significant, all local agencies are strongly encouraged to implement recommended peer counselor activities and make it a priority to keep peer counselor positions staffed. Local agencies that do not currently have peer counselor programs will receive guidance in a separate memo and individual assistance and support from State Agency staff to initiate their peer counselor programs.

Please refer to the attached documents as you plan your FY 2010 Peer Counselor activities:

- *Revised FY 2010 Peer Counselor Program Funding Request*
- *Proposed FY 2010 Peer Counselor Funding Allocations*

Please complete the attached *Revised FY 2010 Peer Counselor Program Funding Request* and return it by fax at (512) 341-4419 or e-mail to Jewell Stremmer, Peer Counselor Coordinator, Nutrition Education/Clinic Services Unit, at Jewell.Stremmer@dshs.state.tx.us by **December 15, 2009**. The Proposed FY2010 Peer Counselor Funding Allocation chart provides target allocation amounts for each local agency. These target amounts are based on the number of pregnant and breastfeeding women the local agency served in September 2009, the LA's current level of peer counselor services, and breastfeeding rates and difficulty in serving rural locations. This target amount is not your final allocation. It is a recommended amount.

The Revised FY2010 Funding Request is designed to help you plan enhancements and expansion of your peer counselor services according to USDA's Loving Support Peer Counselor Program priorities:

- Increasing peer counselor salaries and benefits
- Creating a career ladder for peer counselors
- Creating full-time positions and/or additional part-time positions
- Evaluate staffing and when funding allows move peer counselors from dual role positions to 100% peer counselor positions.
- Filling the gap in breastfeeding services by providing breastfeeding services when clinics are closed, establishing or expanding local breastfeeding helpline coverage, providing breast pumps and in person counseling.
- Establishing or expanding hospital visits
- Expanding peer counselor services to additional clinics
- Establishing or expanding home visits
- Sending peer counselors to conferences and workshops
- Helping peer counselors prepare for the IBCLC exam

You may request funding to hire a trainer to come to your agency and train your peer counselors. To provide another alternative, the State Agency is considering offering regional peer counselor training sessions. Please indicate your interest in sending counselors to a regional training by completing the survey at this link by **December 15, 2009**:

http://www.surveymonkey.com/s.aspx?sm=A_2fX4O1z9FS7BdpREHiLIYA_3d_3d.

For a discussion of the priorities outlined in this memo, WIC directors and Breastfeeding Coordinators are encouraged to attend an IDL titled Efficient & Effective Use of New Peer Counselor Funding scheduled for December 10 at 1:00 pm and January 27 at 2:30 pm.

If you have questions or need assistance implementing or expanding your Peer Counselor Program or completing your *Revised FY2010 Funding Request*, or a more detailed explanation of program priorities, please contact Jewell Stremmer, Peer Counselor Coordinator, Nutrition Education/Clinic Services Unit, at (512) 341-4593 or Jewell.Stremmer@dshs.state.tx.us.

Attachments:

Revised FY 2010 Peer Counselor Program Funding Request
Proposed FY 2010 Peer Counselor Funding Allocations



Revised FY 2010 Peer Counselor Program Funding Request

Local Agency Name:		LA#	
WIC Director		Phone #	()
EMAIL:			
Breastfeeding Coordinator		Phone #	()
EMAIL:			
Peer Counselor Coordinator		Phone #	()
EMAIL:			
Revised Budget Request for FY2010 (October 1, 2009 through September 30, 2010)			
Number of peer counselors currently employed:			
Total number of hours worked per month by all peer counselors combined			
			COSTS
Current peer counselor funding allocation:			
Additional funding requested Peer Counselors' salaries:			
A. Cost for enhancing current peer counselor positions: Increase salaries, create a career ladder, cover benefits, move peer counselors out of dual role positions to 100% breastfeeding duties.			
B. Cost for creating a new position(s) or expanding a current position(s) to provide helpline coverage, deliver pumps and provide home visits or in-person counseling when clinics are closed.			
C. Creating a new position(s) or expanding a current position(s) to provide hospital visits.			
D. Expanding peer counselor services to additional clinics and/or more peer counselor hours in clinics currently served by peer counselors.			
<i>Attach a list with both your current peer counselor positions and your proposed new peer counselor positions. Include current hourly rate number of hours, and cost benefits, for each position. For current counselors, indicate any proposed increases in number of hours, hourly rate and/or benefits. Indicate number of weeks during FY2010 each position will be staffed.</i>			
1. Sub-total cost of salaries for additional services: (A thru D)			
Additional Funding Requested in the Following Categories:			
Cost of hiring a Trainer: The State Agency will be offering regional peer counselor trainings, but if you prefer you may request funding to hire a trainer to present the training at your local agency. Trainer ___ hrs.(20 hrs. class, ___ hrs. preparation) @ ___ hr. =			
Continuing Education: (BF Training; NE/BF Conferences, etc.)			
Mileage: (To attend staff meetings or perform duties away from regular worksite)			
Training materials: (books, notebooks, handouts, copies, name tags, etc.) ___no. of counselors X \$60 each =			
Telephone Type Equipment: (list briefly)			
Other: Furniture, supplies, computers, etc.			
Subtotal Amount of Additional Request:			
TOTAL FY 2010 REQUEST: Include current allocation and additional request (Salaries, Trainer, Continuing Ed, Mileage, Materials, Equipment)			

**Return to Jewell Stremler at Jewell.Stremler@dshs.state.tx.us
or FAX (512) 341-4419 by close of business Friday, December 15, 2009**

Proposed FY 2010 Peer Counselor Funding Allocations

LA #	Caseload 9/09 pregnant & breastfeeding	Current 2010 Allocations	New Target Allocation Total
1	8,417	225,000	395,599
3	6,096	203,500	286,512
4	229	12,000	16,030
5	1,794	76,500	84,318
7	23,259	700,000	1,093,173
10	704	44,000	49,280
11	1,480	50,000	79,920
12	18,319	390,000	860,993
13	4,502	130,000	211,594
17	6,661	150,000	313,067
19	658	40,000	46,060
20	1,111	65,000	65,000
21	864	36,000	60,480
22	1,302	86,000	86,000
24	1,025		55,350
26	19,649	550,000	923,503
27	2,451	75,000	115,197
28	373	50,000	50,000
29	1,433	80,000	80,000
30	698	40,000	48,860
31	2,808	38,000	131,976
32	1,560	75,000	75,000
33	7,766	195,000	365,002
34	778	40,000	54,460
35	2,730	50,000	128,310
36	1,749	29,500	82,203
37	870	50,000	60,900
38	1,176	45,000	63,504
39	3,132		147,204
40	856	22,500	59,920
41	7,800	280,000	366,600
42	1,566	70,000	73,602
43	292	15,000	20,440
44	500		35,000
45	131	12,000	12,000
46	1,423	68,000	76,842
48	14,161	500,000	665,567
49	118	11,000	11,000
51	592	25,000	41,440
53	255	15,000	17,850
54	10,807	300,000	507,929
56	844	51,000	59,080

