



Memorandum

#14-076

TO: WIC Regional Directors
WIC Local Agency Directors

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

DATE: June 18, 2014

SUBJECT: Breastfeeding Funding Request Opportunity for FY 2015

The State Agency is providing an opportunity for Local Agencies (LAs) to request Lactation Services and/or Peer Counselor funding for FY 2015 (October 2014 – September 2015). To apply for either of these funding opportunities, complete the online survey, by **COB, Wednesday, June 25, 2014** at, <https://www.surveymonkey.com/s/BreastfeedingFundingFY15>.

Only those LAs that complete and submit the survey will be eligible to receive additional funding. The maximum dollar amount available to each LA will depend on the number of LAs pursuing this funding. 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 www.iblce.org for more information.
3. 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.
4. 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.
5. 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.

6. To pay for equipment (i.e., webcams) to facilitate tele-conferencing with the Houston Lactation Foundation as per WIC Memo #14-028, available at <http://www.dshs.state.tx.us/wichd/data14/14038.pdf>.
7. To reimburse designated WIC representatives so they may attend the Texas Ten Step Star Achiever Cohort 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.

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://www.dshs.state.tx.us/wichd/policy/pdf_files/AC_34-0.pdf or the Frequently Asked Questions.

If you have questions or need assistance regarding the Lactation Services funding, please contact Lindsey Randall, Nutrition Education Consultant, Nutrition Education/Clinic Services Unit, at (512) 341-4594 or Lindsey.Randall@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.