

# Maine Center for Disease Control and Prevention WIC Nutrition Program

Effective: October 1, 2012

Policy No. BFPC-1

Revised: October 1, 2024

## Establishing a Breastfeeding Peer Counselor Program

### Authority

22 MRSA §255 and §1951

10-144 CMR Chapter 286, §II.J.8

USDA All States Memorandum 04-27, “Breastfeeding Peer Counseling Grants/Training”  
(April 8, 2004)

### Policy

1. The application process to implement a Breastfeeding Peer Counselor/Mom to Mom Program in a Local Agency shall be established through the Local Agency RFP selection process.
2. Local Agencies shall use established criteria when selecting breastfeeding peer counselors and work with the State Breastfeeding Coordinator to determine program goals and peer counselor staffing needs.

### Procedures

1. The application process for establishing a WIC Breastfeeding Peer Counselor/Mom to Mom Program shall include:
  - 1.1. A plan for program operations
  - 1.2. Staffing and supervision
  - 1.3. Training
  - 1.4. Outreach plans
  - 1.5. Evaluation
  - 1.6. Implementation schedule
2. Local Agencies may create their own job description for Peer Counselors which shall include at a minimum standards included in the BFPC Job Description (AppendixBFPC-1-A)
3. The local WIC breastfeeding coordinator or agency director shall select breastfeeding peer counselors based upon the following criteria:

Breastfeeding Peer Counselor Program (BFPC)

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- 3.1. Previous or current breastfeeding experience of at least six months
  - 3.2. Previously or currently a WIC participant
  - 3.3. Residence in community where participants live
  - 3.4. A schedule that allows WIC participants to contact the peer counselor outside usual clinic hours and outside the WIC clinic environment
  - 3.5. An enthusiasm for breastfeeding
  - 3.6. Communication skills
4. The Local Agency shall recruit peer counselors using the following sources, including, but not limited to:
- 4.1. Database of WIC breastfeeding mothers
  - 4.2. Recommendations from WIC staff
  - 4.3. Promotional signs in the WIC clinic and other places frequented by WIC families
  - 4.4. Ads in local newspapers
  - 4.5. Local breastfeeding coalition