



Allowable Costs for Breastfeeding Peer Counseling Programs

Breastfeeding peer counseling (BFPC) funds that the Food and Nutrition Services (FNS) distributes to State agencies are to be used to develop or expand

| Item or Service | Allowable Costs | Comments |
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| Durable Goods and Space | | |
| Furniture, computers/laptops, and office equipment used to provide peer counseling services and training | Yes | |
| Phone lines, internet service, cell/smartphones, pagers and answering machines for contacts between peer counselors and mothers | Yes | |
| Portable baby scales to weigh infants outside of the WIC clinic | No. | NSA funds may be used to purchase scales for clinical assessment for use by staff other than peer counselors. |
| Space and lease costs for peer counselors to provide services | Yes | |
| Incentives and Educational Materials to Promote Breastfeeding | | |
| Breastfeeding educational materials for mothers such as pamphlets and DVDs | No | NSA funds may be used for this purpose. |
| Breast pumps and breastfeeding aids for mothers | No | NSA funds may be used for this purpose. |
| Breast pumps and breastfeeding aids for <i>demonstration</i> purposes by peer counselling staff | Yes | |

The table below helps to identify allowable BFPC costs. This is not an exhaustive list of allowable costs. Refer to the FNS Regional Office for questions about allowable cost.

NSA = Nutrition Services and Administration

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| IBCLC = International Board Certified Lactation Consultant Incentive items distributed to WIC participants to encourage breastfeeding | No | NSA funds may be used for this purpose. |
| Personnel and Compensation | | |
| Salaries and compensation for peer counselling staff: peer counselors, designated peer counselor coordinators, and Designated Breastfeeding Experts (DBE) | Yes. BFPC funds may be used to hire staff to provide oversight/management of peer counseling programs and/or supervision, mentoring and referral expertise for peer counselors. | BFPC funds cannot be used to disproportionately hire lactation management experts versus peer counselors. |
| | BFPC funds may also be used to pay for DBE time if a peer counselor refers a WIC mother to a DBE for consultation outside of the peer counselor's scope of practice. The DBE may be compensated using BFPC funds if the mother continues to be supported by the peer counselor and remains part of the peer counselor's caseload. | NSA funds must be used for consultations for WIC mothers who are not referred by peer counselors and are not part of a peer counselor's caseload. |
| | | Refer to the Nutrition Services Standards for DBE qualifications, roles and responsibilities. |
| Salaries and compensation for dualrole staff, e.g., part-time WIC Nutrition Assistant and part-time peer counselor | Yes. BFPC funds may be used for the portion of time spent as peer counselor. The "dual-role" staff must meet the definition of peer counselor in the Loving Support Model, including being available to participants outside of regular WIC hours. See FNS Breastfeeding Policy and Guidance document for additional information on dual-role staff. State agency policies must be approved by FNS Regional Offices. | Definition of Peer Counselor: |
| | | · Paraprofessional (see Loving Support Model for definition) |
| | | · Recruited and hired from target population and, to the extent possible, representing the same racial/ethnic background as the mothers they support |
| | | · Available to WIC participants outside usual clinic hours and outside the WIC clinic environment, and |
| | | · Previous experience with breastfeeding, having breastfed at least one baby |
| Males as breastfeeding peer counselors | No. The definition of peer counselor in the Loving Support Model is based on research demonstrating the benefit of hiring peer | Men can be valuable members of breastfeeding promotion and support activities in WIC, such as providing father-led support groups and other activities to support breastfeeding mothers and families. However, components and activities that are outside of those defined by the Loving |

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| | counselors from WIC's target population of WIC-eligible women. | Support Model must be funded through the regular NSA grant or other sources. See FNS Peer Counseling Management Curriculum for additional information. |
| Recruitment of peer counselors and related staff | Yes | |
| Staffing and expenses related to breastfeeding hotlines and call centers. | Yes. BFPC funds may be used to hire peer counselors to answer calls to a WIC breastfeeding hotline if the peer counselor meets the definition of peer counselor and receives the appropriate training and supervision as outlined in the <i>Loving Support</i> Model. Other expenses related to the hotline/call center such as rent, phone lines, equipment, are allowable for any portion of those expenses that are for the purpose of a peer counselor providing participant contacts through the hotline/call center. | |
| Staff Training and Resources | | |
| Travel for training of peer counselors and peer counseling staff/managers | Yes | |
| Travel for home and hospital visits by peer counselling staff | Yes | |
| Continuing education for DBE's | Yes, if it relates to servicing peer counseling programs (e.g., mentoring, serving as a referral) | |
| Breastfeeding resources for peer counselling staff | Yes, if the resources are related to peer counseling, e.g., training materials for peer counselors. | |
| Breastfeeding resources for WIC staff not related to peer counseling | No. | NSA funds may be used to purchase general breastfeeding resources for WIC staff. |
| Training and coursework for peer counselors to become IBCLCs or Certified Lactation Counselors (CLCs) | No. NSA funds may be used for CLC or IBCLC training and coursework. | The priority use of BFPC funds is to hire and train peer counselors to provide breastfeeding peer counseling services to WIC participants. The research recommends that peer counselors be provided career path training options. |

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| CLC or IBCLC exam, renewal or membership fees | No | At the WIC State agency's discretion, NSA funds may be used for CLC or IBCLC training, exam fees, renewal and/or association membership fees. The State agency must determine if it is necessary and of benefit to the WIC Program for the person in a particular job position to have the certification. SAs must also determine whether or not the cost fits within its WIC NSA grant budget. |
| Peer Counseling Program Advertising and Promotion | | |
| Pamphlets and similar materials to promote the peer counseling program | Yes | |
| Media campaigns, e.g., bus placards, to advertise BFPC programs | Yes | FNS would not expect to see a disproportionate amount of the BFPC funds spent on advertising the program at the expense of direct services to participants. BFPC funds may not be used for ads that promote breastfeeding in general—NSA funds may be used for those purposes. |
| T-Shirts, buttons and similar low-cost items that identify peer counselors | Yes | |
| Miscellaneous | | |
| Indirect program costs (e.g., lease/rental costs, copying costs, HR services, legal services, utilities) | Yes, but only those that are related to providing a peer counseling program. | |
| Second nutrition education contacts | No. BFPC funds are for activities that are in addition to current required WIC activities. | NSA funds provide for at least two nutrition education contacts; therefore, BFPC funds may not be used for the "second" contact. In addition, the 1/6 th nutrition education requirement and breastfeeding target must be met with regular NSA funds. |
| Childcare | No | |
| Cribs or other materials and equipment for infants of peer counselors who bring their babies to work | No | |

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| Monitoring and tracking of program effectiveness. | Yes. Funds may be used to monitor and track program components (e.g., contacts, referrals, training) to determine effectiveness and where improvements are needed. However, evaluation studies may not be paid for using BFPC funds. | |
| Peer counseling services to non-WIC participants | No. Peer counselors should refer WIC-eligible women to WIC to apply for WIC benefits. Peer counselors should refer women who are not WIC-eligible to appropriate non-WIC resources. Refer to the Peer Counselor Handbook. | |
| Breastfeeding coalitions | No. | BFPC funds can only be used for services and activities related directly to peer counseling. |