

Evolving Breastfeeding Support- Insights from Peer Counseling Panel Discussion

Updates on the Oregon WIC Breastfeeding Peer Counseling (BFPC) Program

Presenters:
Julie Reeder- Oregon WIC Program- *Past*
Jeanette Corthell- Washington County WIC- *Present*
Korina Skaff- Oregon WIC Program- *Future*

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Panelists:
Shelley Glaze- Clackamas County WIC- *Receiving agency*
Aracelia "Ary" Irizarry-Turner- Lincoln County WIC- *Receiving agency*
Shelby Sayers-Cameron- Linn County WIC- *Peer counselor*
Gabriela Garcia- Washington County WIC- *Peer counselor*
Barbara "Barb" Esparza- Washington County WIC- *Teletask texting platform*

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Learning Objectives

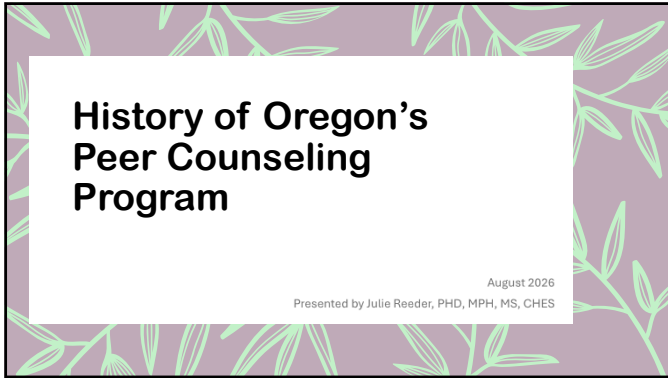
At the end of this presentation, you will be able to:

- Describe the progression of peer counseling services from the previous program model to current expansion and modernization efforts
- Explain how the breastfeeding peer counseling program uses a texting platform (Teletask) to support participants during the perinatal period

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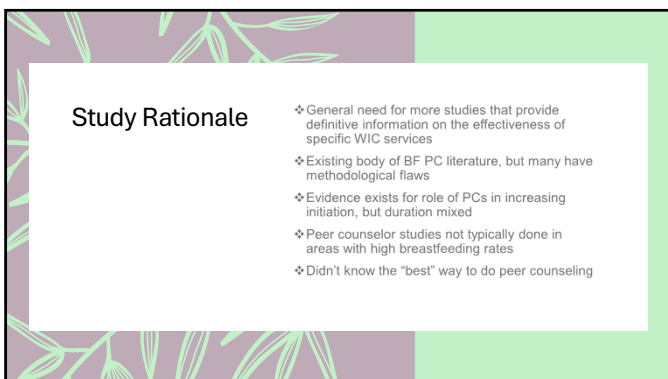
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3-Arm Randomized Control Trial (N= 1,948)

Control Group: No contact with peer counselor

Low Intensity: 2 prenatal, 2 early postpartum calls

High Intensity: 2 prenatal, 4 postpartum calls

- 4 local WIC agencies-Hood River, Jackson, Washington, UMHS, (+Deschutes, Marion with OA funds)
- Each agency implemented all 3 levels
- Local agency responsible for hiring and supervising peer counselors
- Big deals at the time: work from home, buying cell phones!

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Study Enrollment Flow

Local Agency

- *Enroll Pregnant Women
- *Send Consent form to State

State

- *Randomly assign to level
- *Create folder for our records and peers

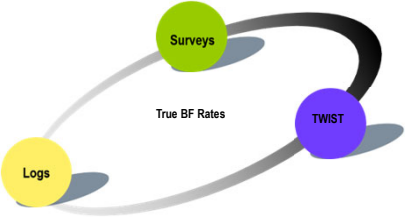
Mailed

- *Peer Counselor Flyer
- *Booklet
- *Luggage tag
- *Survey



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Quantitative Breastfeeding Data



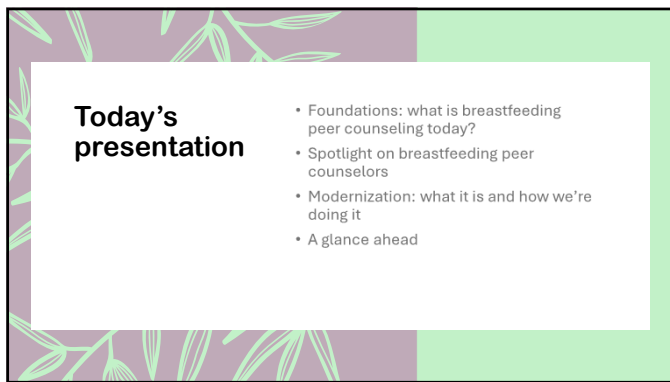
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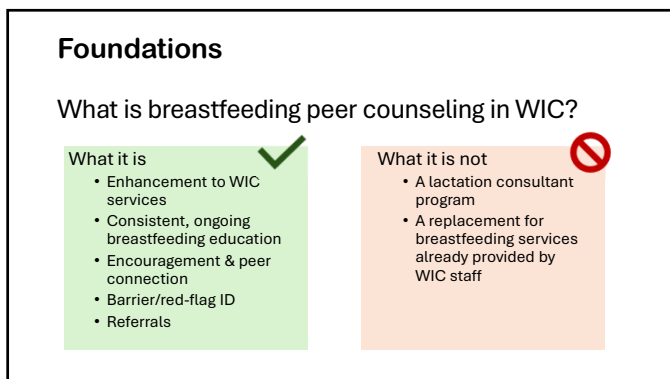
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Roles	Responsibilities supporting BFPC
WIC Coordinator	Managing BFPC-related budget, contracts, direct supervision of BFPC team
Breastfeeding peer counselor coordinator	IBCLC, training, day-to-day support for peer counselors, ensure quality, oversee referrals
Breastfeeding peer counselors	Paraprofessional, WIC participant, personal breastfeeding experience, provides direct services
WIC staff	Promotion of the program to participants during appointments, referring participants to their peer counselor
Community partners	Support continuity of care, create a collaborative care network, help amplify program goals, support referrals

Foundations

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Spotlight on breastfeeding peer counselors



Linn



Multnomah



Washington

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Modernization

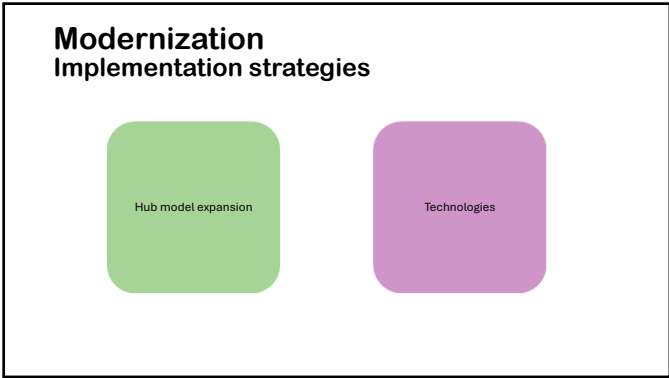
Definition

A model for breastfeeding peer counseling services in Oregon that provides WIC participants greater access to BFPC services across the state using the resources available to us

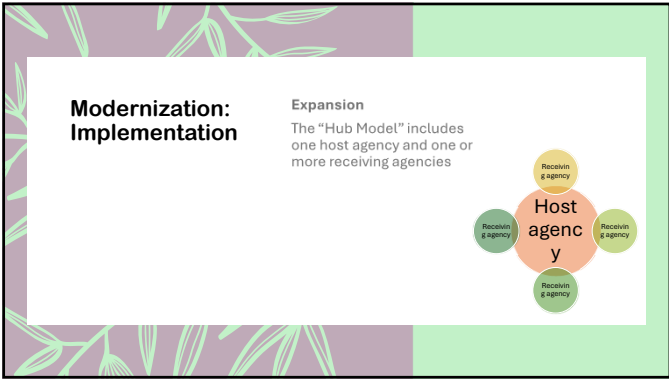
What it means for BFPC in Oregon

Exploring innovative strategies for connecting with a greater number of participants in ways that are accessible and meaningful

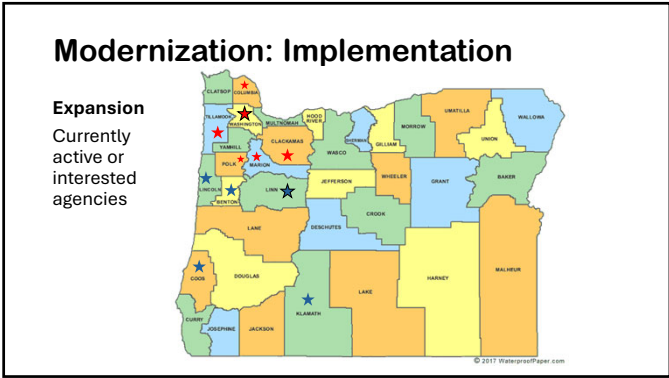
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Modernization:
Implementation

Technologies









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Conclusion

- Modernization means evolving through innovation
- Peers are and always will be at the center of the program (human mommies/parents > very smart chat bots)
- BFPC today is new, imperfect, and improving

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A glance ahead

Program guide coming soon to Basecamp!

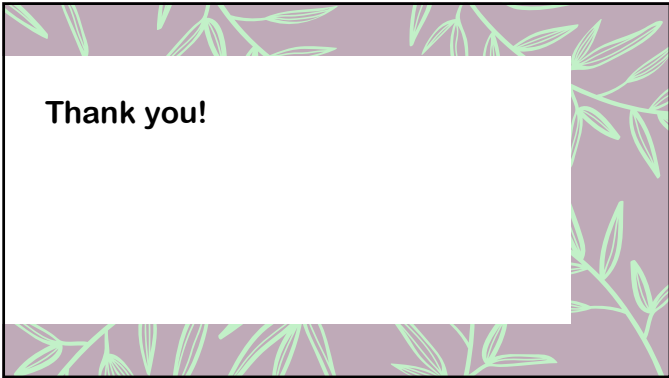
Receiving Agency Guide

- For Receiving Agencies
- Getting Started
- Ongoing Success

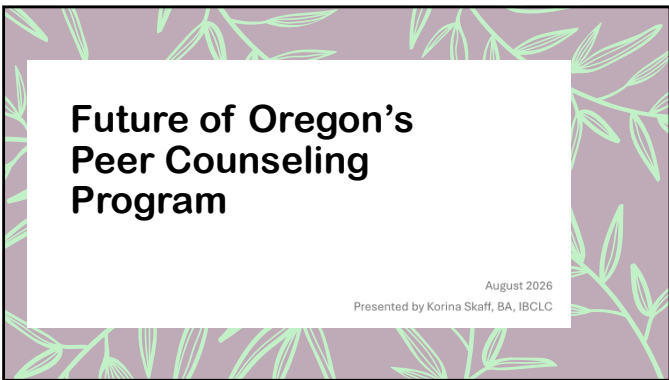
Host Agency Program Guide

- Foundations
- BFPC Coordinator Tasks & Timelines
- About Host Agencies
- Requirements
- Services
- Funding
- Technologies
- Supporting Peer Counselors

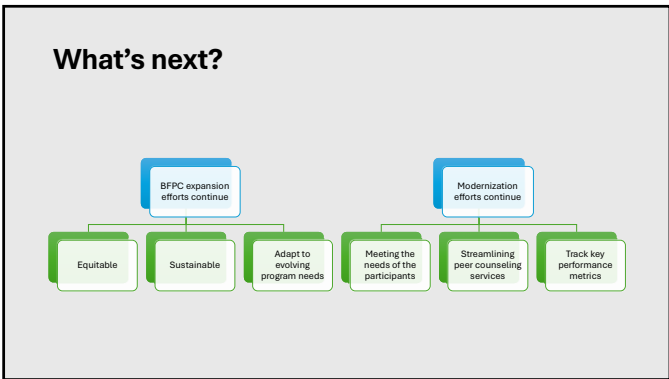
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We encourage you to connect with us!

Contact us to **CONNECT & LEARN** more about:

- Peer counseling expansion
- Using the texting platform to support participants with breastfeeding

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Discussion facilitated by Julie Reeder, Public Health Manager

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Connect with us!

- BFPC Expansion & Modernization
- Using the texting platform to support participants with breastfeeding

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Connect with us!



 GROWING TOGETHER



Thank you!

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