

SD-WIC Policy **Breastfeeding Peer Counselor**
Title: Breastfeeding Peer Counselor Program

PURPOSE: To provide guidance for the implementation and performance of the Breastfeeding Peer Counselor Program within the South Dakota Department of Health WIC Program.

POLICY

- The South Dakota Department of Health WIC Program will make determination for which Local Agencies will participate in the Breastfeeding Peer Counselor Program.
- A Contract Agency will be selected to hire, train, and manage all Breastfeeding Peer Counselors based on submitted Request for Proposal (RFP).
- The State Breastfeeding Coordinator will serve as Project Manager to provide technical assistance.
- The Contract Agency shall develop policies, protocols, job descriptions, and applications based on federal guidance.

GUIDANCE

- The Contract Agency will be the supervisor for the Breastfeeding Peer Counselors. Local Agency staff shall report any concerns to the State Breastfeeding Coordinator to relay to the Contract Agency for resolution.
- The State Breastfeeding Coordinator is available to assist the Contract Agency in evaluation of the Breastfeeding Peer Counselor Program.

Reference:

Contract Agency Policy
Loving Support Model for Successful Breastfeeding Peer Counselor Program