



## FY14 WIC Peer Counselor Program

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Breastfeeding Program Manager

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## Changes



- Background
- Service Model Changes
- Service Area Changes
  - Option 1: Funds Reduction
  - Option 2: Centralize
  - Option 3: Regionalize

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## Program Intent



- Breastfeeding Follow-up to WIC Services
- Cannot Supplant WIC
- Budget restricted to salaries and supplies needed for the PC staff

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### Service Model: History

- FY 2006
  - Four Programs
  - Combination for WIC and WIC PC Funds
  - Clinic/Home/Phone
  - Full Pregnancy - Weaning
- FY 11
  - Increased to 12 Programs
  - Combination for WIC and increased WIC PC Funds
  - Clinic/Phone
- FY 12
  - Reduced budgets by 20 - 30%
  - Combination for WIC and decreased WIC PC Funds
  - Brought scope in to last trimester/first month of birth.
- FY13
  - Decreased to 11 programs

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### Service Model: FY14



- Budget
  - WIC Peer Counselor
    - Unknown
    - Presidents Budget: 60 Million (Down from 80 Million)
  - WIC Program
    - Caseload/down
    - Requirements/Up

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### Cost Saving Measures



- Phone based proven to be effective
- Focus: last month before delivery and the month of birth

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## Service Area



- Other States Models
- Breastfeeding Coordinators Meeting
  - April 23/24
  - Identify Strengths/Weaknesses

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## Criteria



- Reduce cost
- Maintain efficacy
- Retain existing expertise
- Provide services statewide

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## Service Area: Option #1/Reduce



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## Option #3/Regionalize: Formula Examples

Region	Monthly Caseload	Percentage	\$800,000	\$1,000,000
North	933	15%	\$120,000	\$150,000
Central	4158	63%	\$504,000	\$630,000
South	1438	22%	\$176,000	\$220,000

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## Option #3: Regionalize

**Strengths**

- 3 Current programs would still receive funding.
- Reduce cost.
- Allows for more customized referrals.
- Maintains more existing expertise.
- Spreads services statewide
- Budget: Percentage of statewide caseload.

**Weaknesses**

- Competitive Application
  - RFGA
  - Limited to WIC Agencies

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## Discussion



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## Next Steps



- ADHS
  - Scope of Work
  - Procurement
- Local Agencies
  - Interested
    - Infrastructure
    - Program Changes
  - Not Interested
    - Wait for Guidance

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## FY13 Programs



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## Questions?

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Thank you!



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