

NLN 2016 Abstract Submission from Utah

Title: Online Peer Counseling: Expanding Peer Counseling in Utah WIC

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Background

Utah WIC has been working for many years to improve breastfeeding rates through the peer counseling program. In an effort to improve the efficiency of participant contacts with peer counselors Utah WIC has partnered with Western Michigan University to develop an online peer counseling program (OPC) to better track, monitor, and reach our prenatal and breastfeeding WIC participants.

Project Goals

- Improve communications between WIC participants and WIC peer counselors
- Provide an easy way to track and monitor calls to and from participants for breastfeeding concerns, education, pump usage, etc.
- Make peer counselors more accessible to WIC participants

Methods

Western Michigan University developed an online cloud-based interface from which peer counselors can make and receive phone calls. Each of the three participating local WIC Agencies has an assigned number of accounts from which they access this program. Incoming calls are received through the computer but can be forwarded to any cell phone or landline. Outgoing calls can also be made from the program. Calls are archived via recordings and transcription so peer counselors can make notes and refer back to previous messages and conversation. Each contact is categorized and logged and then compiled into a monthly report.

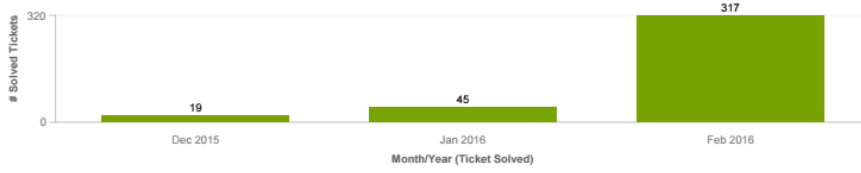
Results/Discussion

Since the implementation of OPC in December 2015 there's been a surge of peer counselor contacts with participants. The peer counselors have also reported easier tracking and monitoring of their calls which has resulted in an improved streamlined service to the participants. This expands the accessibility and availability of peer counselors which is an evidence-based strategy to promote and protect breastfeeding, ultimately increasing breastfeeding initiation and duration rates, as cited in the 2013 CDC Guide to Strategies to Support Breastfeeding Mothers and Babies and the 2011 Surge General's Call to Action to Support Breastfeeding.

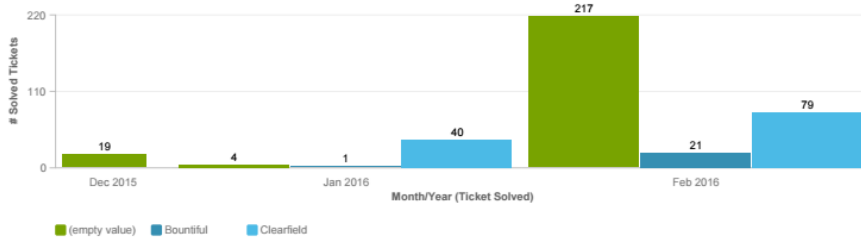
Below are the reports from one of our participating WIC agencies in Davis County. Note the improved usage and subsequently, more frequent peer counselor contacts since implementation.

We've received positive feedback from the peer counselors using OPC and anticipate improved breastfeeding rates in the participating clinics by the end of 2016.

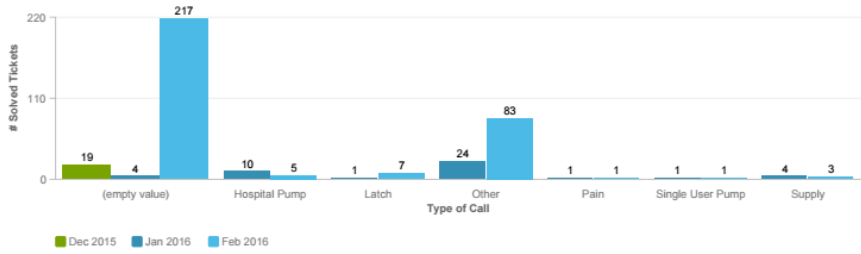
Total # of Solved Tickets for Davis County



Solved Tickets by Clinic



Reason for the Ticket



Agent Touches

