

PC Program Policy # 11-A:
Communication

“Effective teamwork and successful peer counseling thrives on clear communication.”

Policy Title: General Communication

Purpose: *To ensure consistent, timely, and professional communication among Peer Counselors (PCs), Team Leaders (TL), other WIC clinic staff, clients, LPCCs, PC Program Manager, WIC Breastfeeding Manager and other programs partners. This policy outlines expectations for maintaining effective communication and supporting high-quality customer service within the New Mexico WIC Peer Counseling Program*

Communication expectations are mandatory for all Peer Counselor (PC) staff:

1. Professional Communication Standards

- PCs must provide high-quality customer service when communicating with clients, WIC staff, LPCCs, PC Program Manager, WIC Breastfeeding Manager and other program partners.
- Communication should always be respectful, timely, and aligned with program guidelines and ethical standards.
- PCs must keep all contact information current and up to date to ensure reliable communication.
- PCs must provide two emergency contacts to their LPCC to ensure communication during emergencies or unexpected situations.

2. Email and Absence Notifications

- PCs must set automatic replies in their PC @nmwic.org email when taking approved time off or when unavailable for more than one business day.
- Automatic replies should include dates of absence, expected return, and alternate contacts (if applicable).

3. Approved Communication Education Content

- PCs may only share educational materials and information from approved sources, including:
 - [Breastfeeding | New Mexico WIC](#)
 - [New Mexico WIC Peer Counseling Google Site](#)
- Any educational material not listed as approved must be reviewed and approved by the PC Program Manager or the WIC Breastfeeding Manager prior to distribution to clients per federal

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and state guidelines.

4. Communication Channels

- Once PC staff are assigned an @nmwic.org email, PCs must use this email when communicating with TL, other WIC clinic staff, LPCC, clients, PC Program Manager, and WIC Breastfeeding Manager. PC personal email is only used when initially onboarding and completing TRAIN training.
- PCs must use approved communication methods, which may include email, phone, text, or virtual platforms (such as TEAMS or Google Meet).
- Emails containing Protected Health Information (PHI) must be encrypted according to WIC and Peer Counseling Program security procedures. ***Client confidentiality is crucial.*** Review [PC Policy #11B: Communication](#) section 4 Email communication to see how to encrypt emails in Gmail.

5. Timeliness of Communication

- PCs must respond to communication from the LPCC, PC Management Team, Team Leader (TL), WIC Breastfeeding Ambassador, and WIC staff within 24–48 hours during business days, unless otherwise directed.
- Timely communication supports effective caseload management, client support, and team coordination.

6. Responsibility to Maintain Communication

- PCs must promptly communicate any schedule changes, absences, or challenges affecting their availability.
- PCs should notify their LPCC, of any questions, concerns, or issues that may impact service delivery or program operations. If the LPCC is unavailable, the PC should contact the PC Program Manager or WIC Breastfeeding Manager for support.