

## **Alaska WIC BFPC Policies**

### **SAMPLE Job Description for a WIC Breastfeeding Peer Counselor**

**Title: WIC BREASTFEEDING PEER COUNSLOR**

#### **General Description:**

A WIC Breastfeeding Peer Counselor is a paraprofessional support person who gives basic breastfeeding information and encouragement to WIC pregnant and breastfeeding women. Is a mother who is breastfeeding or has breastfed her own child(ren).

#### **Qualifications:**

- Has successfully breastfed at least one baby for at least 6 months (does not have to be currently breastfeeding)
- Is enthusiastic about breastfeeding and wants to help other mothers enjoy a positive experience
- Can work about 10 hours per week
- Has reliable transportation
- Is willing to make phone calls from home and is available after clinic hours
- Reflects the population served in age, ethnicity, education and language
- Positive communication skills
- Ideally a current or previous WIC participant
- High school diploma preferred

#### **Training:**

- Completes the Loving Support through Peer Counseling online or in person training
- Completes other training as assigned; Local Agency should offer the Peer Counselor one scheduled breastfeeding training per year
- Reads assigned books or materials about breastfeeding
- Attends breastfeeding classes and observes other peer counselors or lactation consultants helping mothers breastfeed if possible
- Alaska WIC program overview
- Confidentiality training
- Local agency orientation, policy training and requirements for employment screening
- Referral information and mandatory reporting requirements
- Orientation to breast pump policies
- Annual civil rights training

#### **Supervision:**

The peer counselor is supervised by the Breastfeeding Promotion Coordinator and/or the WIC Coordinator

**Specific Duties:****The Peer Counselor will:**

1. Attend breastfeeding training classes to become a peer counselor
2. Counsels WIC pregnant and breastfeeding mothers by telephone, email, text, and home, WIC or hospital visits
3. Receives a caseload of WIC mothers and makes routine periodic contacts with all mothers assigned
4. Gives basic breastfeeding information and support to new mothers, including telling them about the benefits of breastfeeding, overcoming common barriers, and getting a good start with breastfeeding
5. Helps prevent and handle common breastfeeding concerns
6. Available outside usual 8 to 5 working hours to mothers who are having breastfeeding problems
7. Respects each client by keeping her information strictly confidential
8. Keeps accurate records of all contacts made with WIC clients
9. Refers mothers, according to clinic- established protocols to:
  - a. WIC nutritionist or breastfeeding coordinator
  - b. Lactation consultant
  - c. Mother's physician or nurse
  - d. Public health programs in the community
  - e. Social service agencies
10. Attends and assists with prenatal classes and breastfeeding support groups
11. Attends monthly staff meetings and breastfeeding trainings as appropriate
12. Reads assigned books and materials on breastfeeding that are provided by the supervisor
13. May assist WIC staff in promoting breastfeeding per counseling through special projects and duties as assigned