

# WIC Breastfeeding Peer Counselor Coordinator/Manager Practice Guidelines And Performance Expectations

**Title: WIC Breastfeeding Peer Counselor Coordinator/Manager**

**General Description:**

The Coordinator/Manager manages the breastfeeding peer-counseling program on a State or Local agency level. Responsible for supervision and training of WIC Breastfeeding Peer Counselor Trainers and WIC Breastfeeding Peer Counselors and overall program planning and management

**Qualifications:**

- Has demonstrated experience in program management.
- Has demonstrated expertise in breastfeeding management and promotion.
- Has credentials of an International Board Certified Lactation Consult (IBCLC) or has other certification in lactation management (e.g., CLE, CLC) or State-approved training in lactation management.
- Has a minimum of one-year experience counseling breastfeeding women.

**Training**

- Receives State-approved training in breastfeeding management.
- Participates in continuing education about breastfeeding annually.
- Receives "Using *Loving Support* to Manage Peer Counseling Programs" training.

**Supervision:**

The peer counselor supervisor is supervised by the Nutritionist/WIC State Breastfeeding Coordinator.

**Duties:**

The WIC Breastfeeding Peer Counselor Coordinator/Manager manages the WIC peer counseling program on a local agency level and assists in statewide program management, including:

1. Assists in establishing local agency and statewide program goals and objectives.
2. Assists in establishing local agency and statewide peer counseling program protocols and policies.
3. Determines breastfeeding peer counselor and breastfeeding peer counselor trainer staffing needs.
4. Recruits and interviews potential peer counselors and peer counselor trainers in alignment with program policies and standards.
5. Arranges continuing education opportunities for breastfeeding peer counselors and breastfeeding peer counselor trainers.
6. Mentors new breastfeeding peer counselors and breastfeeding peer counselor trainers providing routine follow-up, evaluation, guidance and continuing education opportunities.
7. Provides ongoing supervision.
8. Holds monthly meetings with breastfeeding peer counselors and breastfeeding peer counselor trainers or lactation support staff.
9. Collects documentation records and data as appropriate.
10. Monitors the program, including conducting spot checks and implementing and monitoring quality assurance projects.
11. Routinely reports on the program to State Breastfeeding Coordinator.
12. Works with other breastfeeding peer counselor coordinators/managers and breastfeeding peer counselor trainers to assess for ongoing improvements to the program and collaborative training needs and opportunities.
13. Follows the job description duties of the hiring agency. For Providence Alaska Medical Center this is Assistant Clinical Manager (WIC & Lactation) (attached).

I understand the above job responsibilities, and agree to perform these duties as assigned.

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WIC Peer Counselor Coordinator/Manager

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Date

\_\_\_\_\_  
WIC State Breastfeeding Coordinator

\_\_\_\_\_  
Date