

## JOB DESCRIPTION FOR WV WIC BREASTFEEDING PEER COUNSELOR

**Title: WV WIC Breastfeeding Peer Counselor**

### **General Description:**

A WV WIC Breastfeeding Peer Counselor is a support person who gives basic breastfeeding information and encouragement to WIC pregnant and breastfeeding mothers.

### **Qualifications:**

- Has breastfed at least one baby.
- Is enthusiastic about breastfeeding and wants to help other mothers meet their personal breastfeeding goals.
- Can work at least 8 hours a week.
- Has a telephone and is willing to make or receive phone calls from home.

### **Training**

- Attends a series of breastfeeding classes (nursing babies are welcomed) which includes a 16-hour competency-based USDA course overseen by the Local Agency Breastfeeding Coordinator (see **Policy 11.01 WIC Training Modules**).
- Observes other peer counselors or lactation consultants helping mothers breastfeed.
- Reads assigned books or materials about breastfeeding.
- Attends required Breastfeeding Peer Counselor trainings.

### **Supervision:**

The peer counselor is supervised by the Local Agency Breastfeeding Coordinator.

### **Specific Duties:**

The WIC Peer Counselor:

1. Attends the USDA breastfeeding peer counselor training to become a peer counselor.
2. Counsel pregnant and breastfeeding mothers by telephone, other communication platforms, and/or hospital visits at scheduled intervals determined by the local WIC agency.
3. Counsel pregnant, breastfeeding, and postpartum women in assigned WIC clinic(s).
4. Receives a caseload of WIC participants and makes routine periodic contacts with all assigned participants.
5. Gives basic breastfeeding information and support to new mothers, including telling them about the benefits of breastfeeding, overcoming common barriers, getting a good start with breastfeeding, and use of the Pacify App. Peer Counselor also helps mothers prevent and handle common breastfeeding concerns.
6. Respects each participant by keeping information strictly confidential. (see **Policy 5.20 Attachment #3**).
7. Keeps accurate records of all contacts made with WIC participants.
8. Refers mothers, according to clinic-established protocols, to the:
  - WIC nutritionist or breastfeeding coordinator.

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- Lactation consultant.
  - The mother's physician or nurse.
  - Pacify App
  - Public health programs in the community.
  - Social service agencies.
9. Attends and assists with prenatal classes and breastfeeding support groups.
  10. Attends Local Agency staff meetings and breastfeeding conferences/workshops as appropriate.
  11. Reads assigned books and materials on breastfeeding that are provided by the supervisor.
  12. May assist WIC staff in promoting breastfeeding peer counseling through special projects and duties as assigned.

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

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WV WIC Breastfeeding Peer Counselor

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Date