

## Job Description: WIC Breastfeeding Peer Counselor

### General Description:

- A WIC Breastfeeding Peer Counselor is a paraprofessional support person who gives basic breastfeeding information and encouragement to WIC pregnant and breastfeeding mothers.
- Qualifications:
  - Is currently fully breastfeeding and/or has fully breastfed at least one baby for at least one year, is enthusiastic about breastfeeding and wants to help other mothers enjoy a positive experience.
  - Is part of the culture and background of the majority of the clients
  - Speaks the common languages(s)
  - Has participated in, is participating in or would be eligible for the WIC program.
  - Can work at least 10 hours a week.
  - Has reliable transportation.
  - Optional: Has other breastfeeding experiences such as was a teen mom, breastfed multiples, breastfed a baby with special needs, single parent, etc.

### Training:

- Attends a series of breastfeeding trainings and classes. Nursing babies are welcomed.
- Observes other peer counselors or breastfeeding experts helping mothers breastfeed.
- Reads assigned books or materials about breastfeeding.

Supervision: The peer counselor is supervised by the \_\_\_\_\_

### Specific Duties of the WIC Peer Counselor:

1. Attends breastfeeding training classes to become a peer counselor.
2. Receives a caseload of WIC mothers and makes routine periodic contacts with all mothers assigned.
3. 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. She also helps mothers prevent and handle common breastfeeding concerns.
4. Counsels WIC pregnant and breastfeeding mothers by telephone, text messaging, home visits, and/or hospital visits at scheduled intervals determined by the local WIC Program.
5. Counsel women in the WIC clinic.
6. Is available outside the WIC clinic and the usual 8 to 5 working schedule to new mothers who are having breastfeeding problems.
7. Respects each mother by keeping her information strictly confidential.
8. Keeps accurate records of all contacts made with WIC mothers.
9. Refers mothers, according to clinic-established protocols, to:
  - WIC nutritionist or breastfeeding lead
  - Lactation consultant
  - Mother's physician or nurse
  - Public health programs in the community
  - Social service agencies
10. Attends and assists with prenatal classes and breastfeeding support groups.
11. Attends WIC staff meetings and breastfeeding conferences/workshops as appropriate.
12. Reads assigned books and materials on breastfeeding that may be provided by the supervisor.
13. 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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WIC Breastfeeding Peer Counselor

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Date