

## **Breastfeeding Peer Counselor Job Description**

- ❖ Completes required breastfeeding trainings.
- ❖ Counsels pregnant women and breastfeeding mothers by telephone and in the WIC office at scheduled intervals determined by the agency.
- ❖ Receives a caseload of WIC participants and makes contacts with participants based on local agency's contact schedule. Refer to How Often To Contact Mothers, in the BFPC Training Manual.
- ❖ Provides information and support for women in managing common maternal and infant breastfeeding problems that occur.
- ❖ Contacts Breastfeeding Peer Counselor Coordinator or Breastfeeding Coordinator when a situation occurs that is out of her scope of practice or anytime guidance is needed.
- ❖ Respects each participant by keeping her information strictly confidential.
- ❖ Keeps accurate records of all contacts made with WIC participants.
- ❖ May attend monthly staff meetings and breastfeeding conferences and/or workshops as appropriate.
- ❖ Reads assigned books and materials on breastfeeding that are provided by the supervisor.
- ❖ May assist WIC staff in promoting breastfeeding through special projects and duties as assigned.
- ❖ Submits Weekly Activity Report to the Peer Counseling Program Coordinator.

## **Qualifications**

- ❖ Personal breastfeeding experience.
- ❖ Has basic communications skills.
- ❖ Is enthusiastic about breastfeeding, and wants to help other mothers enjoy a positive experience.
- ❖ Can work the number of hours required to meet the local agency plan for peer counseling.
- ❖ Has a high school diploma or GED.

## **Training Requirements**

- ❖ Participates in state approved training programs for peer counselors.
- ❖ May attend additional educational opportunities, such as informal training sessions, observing other peer counselors or lactation consultants helping mothers.
- ❖ May attend conferences or workshops on breastfeeding as determined by local agency.

**“This institution is an equal opportunity provider.”**