

1.0 Administration

Effective Date: 09/24/10

1.07D WIC Peer Counselor

WIC 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.

Examples of Work

- Counsels WIC pregnant and breastfeeding mothers by telephone or in the WIC clinic.
- Receives a caseload of WIC clients and makes routine periodic contacts with all clients assigned throughout their breastfeeding experience
- Provides close contact and follow up to mothers during the early postnatal period
- Provides information and promotes breastfeeding to WIC clients.
- Provides the mother with advice on aspects of normal breastfeeding
- Provides anticipatory guidance to reduce the occurrence of problems
- Assists in teaching breastfeeding class or support groups
- Teaches use, cleaning, and assembly of breast pumps and expression and storage of human milk
- Identifies the need for referrals to the breastfeeding coordinator or breastfeeding specialist
- Keeps accurate documentation of contacts with mothers
- Respects each client by keeping her information strictly confidential
- Attends staff meetings and breastfeeding conference/workshops as appropriate

Qualifications

- Has breastfed at least one baby
- Is enthusiastic about breastfeeding, and wants to help other mothers
- Can work between 10-20 hours a week
- Is familiar with WIC, current or previous WIC client preferred
- Has good communication and organizational skills
- Is fluent in the language of the WIC clients they counsel

Training

- Attends Loving Support or Breastfeeding Basics Training
- Observes other peers or lactation consultant helping mothers breastfeed
- Reads assigned books or materials about breastfeeding
- Completes orientation to the WIC Program
- Attends on-going breastfeeding training
- Taught procedures for documenting client contacts and completing activity reports