

# **BREASTFEEDING PEER COUNSELOR MANAGER**

## **General Description and Examples of Work**

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The Breastfeeding Peer Counselor Manager manages the breastfeeding Peer Counselor Program at the local agency level.

### Examples of Work

- Contribute to the development of goals and objectives for the local agency Peer Counseling Program.
- Oversee the planning, management, implementation, and evaluation of peer counseling activities.
- Determine peer counselor staffing needs.
- Recruit and interview potential peer counselors in alignment with program policies and standards.
- Establish training for peer counselors.
- Mentor new peer counselors, providing routine follow-up and guidance in the early days of the job.
- Hold monthly meetings with peer counselors.
- Collect documentation records and data as appropriate.
- Monitor the Peer Counseling Program, including conducting spot checks.
- Routinely report on the program to WIC Coordinator and/or State Peer Counselor Program Coordinator.
- Identify gaps in breastfeeding and chestfeeding resources within the local agency and the community that the Peer Counseling Program can address.
- Coordinate with local community stakeholders such as hospitals and health care providers, to enhance the effectiveness of the Peer Counseling Program.
- Work with other Peer Counselor Coordinators (if available) to assess for ongoing improvements to the program that may be needed.