

## Staffing and Supervision 21: Career Ladder Roles in WIC

Level 1 Peer Counselor	Level 2 Senior Peer Counselor	Level 3 IBCLC
<b>Training</b>		
<ul style="list-style-type: none"> <li>• Completes initial peer counselor training and follow-up shadowing and observational activities.</li> </ul>	<ul style="list-style-type: none"> <li>• Attends additional breastfeeding conferences, lactation courses, workshops, and training events such as the CLC, CLS, CLE, or other programs.</li> </ul>	<ul style="list-style-type: none"> <li>• Becomes certified as an International Board Certified Lactation Consultant® (IBCLC®).</li> </ul>
<ul style="list-style-type: none"> <li>• Attends peer counselor training events.</li> </ul>	<ul style="list-style-type: none"> <li>• Assists with training events for new peer counselors.</li> </ul>	<ul style="list-style-type: none"> <li>• Leads the lactation-related portions of peer counselor training events.</li> </ul>
<b>Contacts with WIC Participants</b>		
<ul style="list-style-type: none"> <li>• Screens mothers who enroll in the breastfeeding program for issues that might impact breastfeeding.</li> </ul>	<ul style="list-style-type: none"> <li>• Screens mothers who enroll in the breastfeeding program for issues that might impact breastfeeding.</li> </ul>	<ul style="list-style-type: none"> <li>• Conducts in-depth clinical assessment of pregnant women and breastfeeding mothers.</li> </ul>
<ul style="list-style-type: none"> <li>• Receives a caseload of WIC pregnant and postpartum participants.</li> <li>• Makes contacts following agency contact protocols by phone, text, or clinic visits.</li> </ul>	<ul style="list-style-type: none"> <li>• Receives a caseload of WIC pregnant and postpartum participants.</li> <li>• Makes contacts following agency contact protocols by phone, text, or clinic visits.</li> <li>• Visits participants in their home or in the hospital as needed.</li> </ul>	<ul style="list-style-type: none"> <li>• Meets with WIC mothers in the hospital, working with the hospital team and physician offices for continuity of care and providing assistance as needed.</li> <li>• Refers moms to peer counselors for support.</li> </ul>
<ul style="list-style-type: none"> <li>• Supports normal breastfeeding, teaching women about basic evidence-based techniques to ensure a good start.</li> </ul>	<ul style="list-style-type: none"> <li>• Supports normal breastfeeding, teaching women about basic evidence-based techniques to ensure a good start.</li> </ul>	<ul style="list-style-type: none"> <li>• Helps women breastfeed in the face of more complex maternal and infant challenges.</li> </ul>
<ul style="list-style-type: none"> <li>• Provides information and support to help women prevent and manage common maternal and infant breastfeeding problems that may occur.</li> <li>• Yields situations beyond the peer counselor scope of practice to the WIC Designated Breastfeeding Expert.</li> </ul>	<ul style="list-style-type: none"> <li>• Provides information and support to help women prevent and manage common maternal and infant breastfeeding problems that may occur.</li> <li>• Assists Level 1 peer counselors with screening and follow-up of participants experiencing problems to determine appropriate yielding to the WIC Designated Breastfeeding Expert.</li> </ul>	<ul style="list-style-type: none"> <li>• Receives referrals from Level 1 and Level 2 peer counselors and WIC clinic staff.</li> <li>• Manages complex clinical lactation problems.</li> <li>• Makes referrals to physicians and other medical personnel as needed.</li> </ul>
<b>Breastfeeding Education</b>		
<ul style="list-style-type: none"> <li>• Invites WIC mothers to breastfeeding classes and support group meetings; assists with these group meetings.</li> </ul>	<ul style="list-style-type: none"> <li>• Teaches breastfeeding classes and support group meetings for pregnant and postpartum WIC mothers.</li> </ul>	<ul style="list-style-type: none"> <li>• Serves as a resource or teaches breastfeeding classes and support group meetings.</li> <li>• Coordinates education activities for community.</li> </ul>
<ul style="list-style-type: none"> <li>• Assists with sharing basic breastfeeding information as part of WIC clinic staff meetings.</li> </ul>	<ul style="list-style-type: none"> <li>• Shares basic information about breastfeeding as part of WIC clinic staff meetings.</li> </ul>	<ul style="list-style-type: none"> <li>• Provides breastfeeding in-services in lactation management for WIC staff and health providers.</li> </ul>
	<ul style="list-style-type: none"> <li>• Assists in ongoing development of breastfeeding program materials and policies.</li> </ul>	<ul style="list-style-type: none"> <li>• Develops program materials and policies following the FNS <i>Loving Support</i>® Model.</li> </ul>

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<b>Breast Pumps</b>		
<ul style="list-style-type: none"> <li>• Informs women about breast pump options.</li> <li>• Provides check-up calls to see how pumping is going in normal breastfeeding situations (ex: returning to work or school)</li> </ul>	<ul style="list-style-type: none"> <li>• Issues breast pumps to new mothers following agency protocols for mothers who are separated from their babies or who are experiencing breastfeeding problems.</li> <li>• Makes appropriate referrals to the DBE as needed.</li> <li>• Manages breast pump inventory for the agency.</li> </ul>	<ul style="list-style-type: none"> <li>• Issues breast pumps following agency protocols for mothers who are separated from their babies or are experiencing breastfeeding problems.</li> <li>• Assists mothers experiencing challenges with pumping and addresses complex breastfeeding problems requiring the use of a pump.</li> </ul>
<b>Promotion and Community Outreach</b>		
<ul style="list-style-type: none"> <li>• Promotes breastfeeding in the community, workplace, and health care system, including assisting with World Breastfeeding Week activities.</li> </ul>	<ul style="list-style-type: none"> <li>• Leads and coordinates breastfeeding promotion activities in WIC and in the community.</li> </ul>	<ul style="list-style-type: none"> <li>• Serves as a community liaison with hospitals, local provider offices, employers, and community groups to advocate for support for WIC breastfeeding mothers.</li> </ul>
<b>Mentoring and Supervision</b>		
<ul style="list-style-type: none"> <li>• Attends monthly peer counselor staff meetings and WIC clinic meetings.</li> </ul>	<ul style="list-style-type: none"> <li>• Attends monthly peer counselor staff meetings and WIC clinic meetings. Assists with the staff meetings.</li> </ul>	<ul style="list-style-type: none"> <li>• Leads peer counselor monthly staff meetings (if serving as program supervisor). Provides continuing education to address common breastfeeding issues.</li> </ul>
<ul style="list-style-type: none"> <li>• Meets with supervisor regularly.</li> </ul>	<ul style="list-style-type: none"> <li>• Meets with supervisor regularly.</li> </ul>	<ul style="list-style-type: none"> <li>• Leads meetings with peer counselors (if serving as program supervisor).</li> </ul>
	<ul style="list-style-type: none"> <li>• Assists in interviewing prospective peer counselors.</li> </ul>	<ul style="list-style-type: none"> <li>• Leads interviews of prospective peer counselors and manages the hiring process (if serving as program supervisor).</li> </ul>
	<ul style="list-style-type: none"> <li>• Mentors new peer counselors in the early days of their job.</li> </ul>	<ul style="list-style-type: none"> <li>• Mentors new peer counselors.</li> <li>• Supervises peer counselors and senior peer counselors.</li> </ul>
	<ul style="list-style-type: none"> <li>• Models counseling principles and job skills for peer counselors. Allows peer counselors to shadow them conducting participant consultations.</li> </ul>	<ul style="list-style-type: none"> <li>• Allows peer counselors to shadow them in the clinic, hospital, or home setting to observe lactation management skills in use with participants.</li> </ul>