

SENIOR BREASTFEEDING PEER COUNSELOR

General Description and Examples of Work

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A Senior Breastfeeding Peer Counselor is a paraprofessional support person who provides both basic and more advanced breastfeeding and chestfeeding information and encouragement to pregnant and lactating clients to help initiate and continue breastfeeding. The Senior Peer Counselor assists and mentors new peer counselors in their job. Senior Peer Counselors represent WIC in the community and with partner organizations. Senior Peer Counselors provide support outside of the clinic and outside normal clinic hours. This person must still stay within the scope of practice of a Breastfeeding Peer Counselor.

Examples of Work

- Counsel pregnant and lactating clients remotely, in clinic, home visits, and/or hospital visits as determined by the local WIC program.
- Receive referrals from peer counselors and clinic staff regarding more advanced level follow-up needed with new parents.
- Keep accurate records of all contacts made with clients.
- Provide information and support for clients in managing common maternal and infant breastfeeding and chestfeeding problems that may occur.
- Be available outside normal clinic hours to parents who are having breastfeeding and chestfeeding problems.
- Issue pumps following agency protocols for parents who are separated from their babies or who are experiencing problems, making appropriate referrals when more complex problems occur.
- Refer parents according to clinic-established protocols to the IBCLC, the nutritionist, the parent's physician, or community services.
- Teach infant feeding classes for pregnant and postpartum parents, and lead support groups.
- Assist in interviewing prospective peer counselors.
- Mentor new peer counselors through modeling client-centered counseling principles and job skills.
- Attend monthly staff meetings, and breastfeeding and chestfeeding conferences/workshops, as appropriate.
- Collect data required by the state or local agency (including pump tracking).
- Coordinate breastfeeding and chestfeeding promotion activities in local agency and in the community.
- May assist other staff in promoting the peer counselor program through special projects and duties as assigned.