

MI-WIC POLICY

Eligibility/Certification

1.0 Administration

Effective Date: 05/31/2018

1.07H Breastfeeding Peer Counselor Manager/Coordinator

Implementation Date: 10/01/2018

BREASTFEEDING PEER COUNSELOR MANAGER/COORDINATOR

General Description

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

State Offered Required Training

- Advanced Breastfeeding Clinical Skills Training
- Breastfeeding Basics
- Advanced Lactation Certification Training
- Loving Support Manager Training
- CCS Skill Training (if offered)
- WIC Conference (breastfeeding sessions)
- CCS Rethinking How We Listen & Respond in WIC (role-specific)
- CCS Communicate to Motivate
- Web Based Training Modules:
 - Michigan WIC Civil Rights Training
 - MI-WIC All Clinic Staff Training

State Recommended Training

- Record Review Training
- Milk Expression
- State-wide Peer Update
- CCS Webcasts (all new and archived, role-specific)

Local Agency Training and Other Opportunities

- Cohortive Overview
- Cohortive Modules

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.

MI-WIC POLICY

Eligibility/Certification

- Monitor the Peer Counseling Program, including conducting spot checks.
- Routinely report on the program to WIC Coordinator and/or State Peer Counseling Program Coordinator.
- Identify gaps in breastfeeding 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.