

MI-WIC POLICY

Eligibility/Certification

1.01 Administration

Effective Date: 05/31/2018

1.07I Breastfeeding Peer Counselor

Implementation Date: 10/01/2018

BREASTFEEDING PEER COUNSELOR

General Description

A Breastfeeding Peer Counselor is a paraprofessional support person who gives basic breastfeeding information and encouragement to pregnant and breastfeeding mothers to help women initiate and continue breastfeeding. WIC Breastfeeding Peer Counselors provide a valuable service to their communities, addressing the barriers to breastfeeding by offering breastfeeding education, support, and role modeling. Peer Counselors are familiar with the resources available to clients, have familiarity with the questions a new breastfeeding mother may ask, and recognize when to refer mothers to other resources during critical periods when mothers may experience difficulty.

State Offered Required Training

- Breastfeeding Basics
- State-wide Peer Update
- Regional Peer Training
- CCS Skills 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

- CCS Webcasts (all new and archived, role-specific)

Local Agency Training or Other Opportunities

- New Peer Orientation
- Coffective Overview
- Coffective Modules

Examples of Work

- Counsel WIC pregnant and breastfeeding mothers by telephone or in the WIC clinic.
- Contacts client routinely throughout their breastfeeding experience.
- Provide close contact and follow-up to mothers during the early postnatal period.
- Provide information and promote breastfeeding to WIC clients.
- Provide the mother with information on aspects of normal breastfeeding.
- Provide anticipatory guidance to reduce the occurrence of breastfeeding problems.

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- Assist in teaching breastfeeding classes and/or support groups.
- Teach use, cleaning, and assembly of breast pumps, hand expression and storage of human milk.
- Refer clients to the Certified Lactation Staff, CPA, or other appropriate health or social service agency, including outside community breastfeeding resources, for situations outside their scope of practice.
- Maintain accurate documentation of contacts with mothers.
- Maintain client confidentiality.
- Attend staff meetings and breastfeeding conference/workshops as appropriate.
- Available to clients outside of usual clinic hours for phone support.