

MI-WIC POLICY

Eligibility/Certification

1.0 Administration

Effective Date: 05/31/2018

1.07J Senior Breastfeeding Peer Counselor

Implementation Date: 10/01/2018

SENIOR BREASTFEEDING PEER COUNSELOR

General Description

A Senior Breastfeeding Peer Counselor is a paraprofessional support person who provides both basic and more advanced breastfeeding information and encouragement to pregnant and breastfeeding mothers to help women 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 standard business hours.

State Offered Required Training

- Breastfeeding Basics
- State-wide Peer Update
- Regional Peer Training
- Senior Breastfeeding 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 and Other Opportunities

- Coffective Modules

Examples of Work

- Counsel pregnant and breastfeeding mothers by telephone, 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 mothers.
- Keep accurate records of all contacts made with clients.
- Provide information and support for women in managing common maternal and infant breastfeeding problems that may occur.

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- Available outside usual 8 to 5 working hours to new mothers who are having breastfeeding problems.
- Issue breast pumps following agency protocols for mothers who are separated from their babies or who are experiencing breastfeeding problems, making appropriate referrals when more complex problems occur.
- Refer mothers according to clinic-established protocols to the IBCLC, the nutritionist, the mother's physician, or community services.
- Teach breastfeeding classes for pregnant and postpartum mothers, and lead breastfeeding support groups.
- Assist in interviewing prospective peer counselors.
- Mentor new peer counselors through modeling good counseling principles and job skills.
- Attend monthly staff meetings, and breastfeeding conferences/workshops, as appropriate.
- Collect data required by the state or local agency (including breast pump tracking).
- Coordinate breastfeeding promotion activities in local agency and in the community.
- May assist other staff in promoting breastfeeding peer counseling through special projects and duties as assigned.