

II. Nutrition Services

2. Breastfeeding Peer Counseling

2.2.020 Local Agency Personnel: Breastfeeding Peer Counselor Program Coordinator Job Description

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POLICY: The local agency (LA) shall have a Breastfeeding Peer Counselor (BFPC) Program Coordinator to manage the WIC BFPC Program at the local level. She/he must have leadership skills and be able to teach and support peer counselors.

PROCEDURES:

- A. Roles and duties of the BFPC program coordinator:
1. Develop goals and objectives for the LA's peer counseling program.
 2. Implement policies and procedures designated by the state agency (SA) for the BFPC program.
 3. Determine peer counseling staffing needs.
 4. Recruit and interview potential peer counselors in alignment with program policies and standards.
 5. Ensure peer counselors receive the required training.
 - a. Provide orientation to new peer counselors immediately upon hire and address LA's policies and procedures.
 - b. Ensure that the peer counselor attends state sponsored peer counselor training.
 - c. Provide local training and in-services as needed.
 6. Approves or provides lesson plans for peer counselors that teach classes specific to breastfeeding and ensures that peer counselors present information allowed within their scope of work.
 7. Provide ongoing supervision.
 8. Shall ensure that peer counselors keep all information obtained from WIC pregnant women and breastfeeding mothers confidential. Refer to policy [8.1.010](#).
 - a. Provide instructions on handling information obtained from WIC pregnant women and breastfeeding mothers.
 - b. Ensure that peer counselors sign the LA confidentiality statement at the time of hire.
 - c. Keep the signed confidentiality statement for monitoring purposes.
 9. Hold meetings with peer counselors regularly and include them in WIC staff

meetings as applicable.

10. Collect and review documentation of records and data from peer counselors to prepare the BFPC Activity Report.
11. Monitor the program, including conducting spot checks.
12. Submit the BFPC Activity Report to the WIC SA on a quarterly basis.
13. Consult with SA staff to assess for ongoing improvements to the program that may be needed.

B. Qualifications

1. Has one (1) of the following credentials: Registered Dietitian (RD), Registered Nurse (RN), Nutritionist, International Board Certified Lactation Consultant (IBCLC) or has other certification in lactation management: Certified Lactation Consultant (CLC), other Lactation Education Accreditation and Approval Review Committee (LEAARC) approved course, or other state approved training in lactation management.
2. Has an understanding of breastfeeding program management and promotion.

C. Training

1. Attends all required training sessions provided by the SA.
2. Annually participates in continuing education on breastfeeding.