

Breastfeeding Volume  
Peer Counseling Section

Local Agency Personnel: Breastfeeding Peer Counseling Program Coordinator Job  
Description (6.00100)

ER# 6.00100

Authority WC-04-19-I, WC-05-17-I  
Issued 10/05  
Revised 07/09

**POLICY:** The local agency shall have a 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 local agency's peer counseling program.
2. Implement policies and procedures designated by the State for the BFPC Program.
3. Determine the 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 hiring and address local WIC provider's policies and procedures.
  - b. Ensure that Peer Counselor attends regional peer counselor training.
  - c. Provide local training and in-services as needed.
6. Shall provide orientation and follow up training to local WIC staff using the Loving Support training curriculum provided by the State agency.
7. Approves or provides lesson plans for peer counselors that teach classes specific to breastfeeding and ensures that peer counselors present on information that is allowed within their scope of work.
8. Provide ongoing supervision.
9. Shall ensure that peer counselors keep all information confidential obtained from WIC pregnant women and breastfeeding mothers. Refer to [ER# 1.01700](#), Participant Confidentiality.
  - a. Provide instructions on handling information obtained from WIC pregnant and breastfeeding mothers
  - b. Ensure that Peer Counselors sign the local WIC provider confidentiality statement at the time of hire and annually thereafter (see handout #12A).
  - c. Keep the signed confidentiality statements for monitoring purposes.

10. Hold meetings with peer counselors regularly and include them in WIC staff meetings as applicable.
11. Collect and review documentation of records and data from peer counselors to prepare the monthly Program Activity Report.
12. Monitor the program, including conducting spot checks.
13. Submit two monthly reports: Breastfeeding Peer Counselor Contact Summary and Expenditure Report to the WIC State office.
14. Consult with State Agency staff to assess for ongoing improvements to the program that may be needed.

B. Qualifications

1. Has one of the following credentials: Registered Dietitian (R.D.), Registered Nurse (R.N.), Nutritionist, International Board Certified Lactation Consultant (I.B.C.L.C.) or has other certification in lactation management: Certified Lactation Consultant (C.L.C.), Certified Breastfeeding Educator (C.B.E.) 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 State Agency.
2. Annually participates in continuing education on breastfeeding.