

Job Description
New Hampshire WIC Nutrition Program
Breastfeeding Peer Counseling Program
WIC Breastfeeding Peer Counselor

Scope of Practice: A WIC Breastfeeding Peer Counselor is a paraprofessional staff person who provides basic breastfeeding information and encouragement and support to WIC pregnant and breastfeeding women, under the direction and supervision of the Local Agency WIC Breastfeeding Coordinator.

Qualifications:

- Is enthusiastic and positive about breastfeeding, and wants to help other mothers have a positive experience.
- Has breastfed at least one baby for a minimum of 6 months.
- Is a current or former WIC participant.
- Is available for working a minimum of 8 hours a week.
- Is available to work at least one WIC clinic per week.
- Has reliable transportation.
- Has good communication skills. Is able to read and write English.
- Available by phone outside regular clinic hours and WIC environment.

Specific Duties:

1. Counsels WIC prenatal and breastfeeding women at WIC clinics through face-to-face counseling, telephone support, or through breastfeeding classes and support groups.
2. Attends WIC Breastfeeding Training Curriculum Levels 1 & 2 within 6 months of hire.
3. Adheres to WIC Breastfeeding curricula and **NH Breastfeeding Peer Counseling Program** requirements.
4. Shadows other peer counselors and local agency breastfeeding coordinator during counseling pregnant and breastfeeding mothers at WIC clinics.
5. Completes peer counselor competency checklist with local agency breastfeeding coordinator prior to counseling participants alone.
6. Receives a caseload of WIC participants and makes routine contact with all participants assigned by local agency BF coordinator.

7. Gives basic breastfeeding information and support to new mothers, including discussing the benefits of breastfeeding, overcoming common barriers, and how to establish early successful breastfeeding. Also helps women prevent and handle common breastfeeding concerns within scope of practice.
8. Respects confidentiality by keeping all information confidential.
9. Maintains accurate records of all contacts made with WIC participants by completing weekly activity worksheets and entering contact information in the NH StarLINC system in a timely manner.
10. Refers mothers to the local agency breastfeeding coordinator, lactation consultant, health care provider, or other community support program, according to local agency protocol and scope of practice.
11. Attends, assists and/or facilitates breastfeeding support groups and classes.
12. Attends all local agency breastfeeding peer counselor meetings.
13. Attends WIC staff meetings as appropriate.
14. Reads breastfeeding books, educational materials, and self-study modules as recommended by the local or state agency breastfeeding coordinator.
15. Assists WIC staff in promoting breastfeeding peer counseling through special projects, such as World Breastfeeding Week, and duties as assigned.
16. Issues electric and manual breast pumps per NH Breast Pump Distribution policy. Performs pump follow up, tracking and documentation of participant follow up per protocol.
17. Meets periodically with local agency breastfeeding coordinator to review performance and caseload.
18. As determined by local agency policy, responsibilities may include making and receiving phone calls outside usual WIC clinic hours.
19. Other duties as assigned by the local or state agency breastfeeding coordinator or local agency WIC director.