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## 310.29

# WIC Breastfeeding Peer Counselor Coordinator Guidelines

## Qualifications and Requirements

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<b>Introduction</b>	Breastfeeding Peer Counselor Coordinators are responsible for managing the local WIC agency breastfeeding peer counseling program and working in partnership with the state WIC office.
<b>Education or certification</b>	<p>Breastfeeding Peer Counselor Coordinators are required to:</p> <ul style="list-style-type: none"> <li>● Be a licensed dietitian or registered nurse</li> <li>● Receive state-approved training in breastfeeding management;</li> <li>● Participate in continuing education about breastfeeding annually; and</li> <li>● Receive “Using <i>Loving Support</i> to Manage Peer Counseling Programs” training.</li> <li>● Credentials of an International Board Certified Lactation Consultant (IBCLC) OR has other certification in lactation management (e.g., CLE, CLC) or state-approved training in lactation management</li> </ul> <p><u>Note:</u> The breastfeeding peer counselor coordinator may or may not be the local agency breastfeeding coordinator.</p>
<b>Desirable skills</b>	<p>The following experiences and skills are desirable:</p> <ul style="list-style-type: none"> <li>● Experience in program management;</li> <li>● Expertise in breastfeeding management and promotion;</li> <li>● Minimum of one year of experience counseling breastfeeding women; and</li> <li>● Have personal and/or professional breastfeeding experience</li> </ul>
<b>Physical requirements</b>	The breastfeeding peer counselor coordinator position may involve lifting up to 25 pounds
<b>Travel requirements</b>	Travel to outlying clinic sites may be required. Travel may also be required to participate in initial train-the-trainer and continuing education events.
<b>Supervision of coordinator</b>	The breastfeeding peer counselor coordinator is responsible to the WIC Coordinator of the local employing agency.

## Responsibilities

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**Introduction** The breastfeeding peer counselor coordinator has administrative and supervisory responsibilities for the breastfeeding peer counseling program.

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**Supervisory Duties** A breastfeeding peer counselor coordinator's responsibilities include:

- Establishing program goals and objectives;
- Developing peer counseling program protocols and policies;
- Determining peer counselor staffing needs;
- Recruiting and interviewing potential peer counselors in alignment with program policies and standards;
- Providing ongoing supervision;
- Conducting meetings with peer counselors that include an educational component (monthly meetings are best practice);
- Collecting documentation records and data as appropriate;
- Maintaining the integrity of the program by observing and evaluating Peer contacts on a regular basis;
- Reporting on the program to State Peer Counselor Program Manager and State Breastfeeding Coordinator; and
- Collaborating with other peer counselor coordinators (if available) to assess the need for ongoing improvements to the program.
- Monitor use of computers, phones, and other electronic devices for proper usage; and
- Encourage peer counselors to attend WIC staff meetings when indicated.

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**Training** A breastfeeding peer counselor coordinator participates in training activities and provides training including:

- Initial training of breastfeeding peer counselors using *Loving Support Through Peer Counseling* curriculum;
- Mentoring new peer counselors during the first six months;
- Providing routine follow-up and guidance to the Peer Counselor in the early days of the job; and
- Continuing education.

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**Recordkeeping** A breastfeeding peer counselor coordinator's recordkeeping responsibilities include:

- Routine review of client contact records in the electronic data system to ensure documented contacts were completed,
- Maintaining accurate records of mothers assigned to individual breastfeeding peer counselors, and
- Complete Activity Reports as required by the state WIC office.

## Responsibilities, Continued

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**Interaction  
with  
community  
partners**

The breastfeeding peer counselor coordinator's position requires communication and interaction with community partners. Suggested partners include:

- Local breastfeeding coalitions,
  - Maternal/child health agencies,
  - Social services agencies,
  - Local public health agencies,
  - Birthing hospitals, and
  - Others in service area.
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