

## Breastfeeding Peer Counseling Coordinator

### Policy

#### **USDA WIC Breastfeeding Model Components for Peer Counseling:**

Designated breastfeeding peer counseling program managers and/or coordinators at State and/or local level

### Authority

USDA WIC Breastfeeding Model Components for Peer Counseling

### Procedures

Breastfeeding Peer Counseling Coordinators have specific qualifications and performs specific responsibilities in coordinating the Breastfeeding Peer Counseling Program at the local WIC agency.

### Qualifications

- The Breastfeeding Peer Counseling Coordinator must meet the following qualifications
  - Meets the qualifications for a Competent Professional Authority (CPA)
  - Has experience in program management
  - Has a minimum of 1-year experience in counseling breastfeeding people
  - Has successfully completed specialized training in lactation management and care (e.g. International Board Certified Lactation Consultant (IBCLC), Certified Lactation Counselor (CLC), etc.)

**Note:** The Breastfeeding Peer Counseling Coordinator may or may not be the local agency Breastfeeding Coordinator.

- The following skills are desirable
  - Expertise in breastfeeding management and promotion
  - Have personal and/or professional breastfeeding experience
  - Being able to communicate and work well with others
  - Having counseling skills
  - Having community linkage experience
  - Having participant advocacy experience

### Responsibilities

A Breastfeeding Peer Counseling Coordinator's responsibilities include, but is not limited to the following:

- Contribute to program goals and objectives for the local agency peer counseling program
- Conducts a needs assessment to identify gaps in breastfeeding resources and services within the local agency service area.
- Oversees training of peer counselors.
- Oversees all aspects of the local agency peer counseling activities.
- Keeps current with up-to-date breastfeeding information and disseminates as appropriate.
- Mentors new peer counselors and provides regular guidance and follow up.
- Provides ongoing feedback and supervision for peer counselors.
- Reports on peer counseling program to State Breastfeeding Peer Counselor Coordinator.
- Identifies, coordinates and collaborates with community breastfeeding stakeholders about the peer counseling program.
- Participates in meetings with the State Breastfeeding Peer Counselor Coordinator.
- Interacts with community partners such as, but not limited to the following:
  - Local breastfeeding coalitions
  - Maternal Child and Adolescent Health programs
  - Social service agencies
  - Local public health agencies
  - Birthing hospitals

### **Training**

The Breastfeeding Peer Counseling Coordinator must:

- Complete training requirements as outlined in the policies “Local Agency Personnel Training”, Training and Education Record”, and ‘New Employee Training Checklist’.
- Receive state-approved training in breastfeeding management
- Receive “Loving Support through Peer Counseling: A Journey Together – for WIC Managers” training
- Participate in continuing education about breastfeeding annually

### **Hiring a Breastfeeding Peer Counseling Coordinator**

If the Breastfeeding Peer Counseling Coordinator position is not filled within a short period of time, an interim Breastfeeding Peer Counseling Coordinator must be identified and the state WIC office notified. WIC agencies must provide a copy of the applicant’s resume and consult with the state WIC office before interviewing a candidate for the Breastfeeding Peer Counseling Coordinator. The state WIC office must review the resume to determine if the applicant would qualify as a Breastfeeding Peer Counseling Coordinator before the agency identifies an interim Breastfeeding Peer Counseling Coordinator or hires a permanent Breastfeeding Peer Counseling Coordinator.