

COMMUNITY ACTION OF SOUTHEAST IOWA
JOB DESCRIPTION

Job Title: Breastfeeding Peer Counselor
Department: Women, Infants and Children (WIC)
Reports to: WIC Breastfeeding Supervisor

SUMMARY: Responsible for providing basic breastfeeding information and encouragement to current WIC (eligible) pregnant and breastfeeding mothers.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned as needed.

1. Maintain confidentiality.
2. Completes FNS WIC breastfeeding training coursework; will observe other peer counselors/breastfeeding experts helping mothers breastfeed.
3. Receives a caseload of WIC mothers; makes routine periodic contacts with all mothers assigned.
4. Gives basic breastfeeding information and support to new mothers, including the benefits of breastfeeding, overcoming common barriers and getting a good start with breastfeeding.
5. Counsels WIC pregnant and breastfeeding mothers by telephone, home visits and/or hospital visits at scheduled intervals determined by the local WIC Program Breastfeeding Supervisor. May counsel mothers at the WIC clinic.
6. Keeps accurate records of all contacts made with WIC mothers participating in the program. Shows respect to each mother by keeping all individual information of participant strictly confidential.
7. Works with the Coordinator in planning and providing general health training to other staff as needed.
8. Will provide referrals, according to clinic-established protocols to: WIC CPA, local Agency Breastfeeding Coordinator, WIC designated Breastfeeding Expert and other community resources when/if needed.
9. Attends and assists with prenatal classes and breastfeeding support groups.
10. Attends appropriate state and area meetings and/or breastfeeding conferences/workshops as needed.
11. May assist WIC staff in promoting breastfeeding peer counseling through special projects and duties as assigned.
12. Continues education following Agency and WIC approved guidelines.
13. Model professional behavior and Agency dress code.

SUPERVISORY RESPONSIBILITIES: This position has no supervisory responsibilities.

QUALIFICATIONS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE: Must have personally breastfed at least one child successfully. Should be enthusiastic about breastfeeding and want to help other mothers enjoy a positive experience. Will be required to read assigned books or materials about breastfeeding.

LANGUAGE SKILLS: Ability to read, analyze, and interpret common scientific and technical journals, legal documents, general business periodicals, professional journals, or governmental regulations. Candidate should have ability to write reports and business correspondence, as well as the ability to effectively present information and respond to questions from managers, clients and the general public.

MATHEMATICAL SKILLS: Ability to calculate figures and apply concepts such as fractions, percentage, ratios, and proportions to practical situations. Ability to work with mathematical concepts such as probability and statistical inference.

COMPUTER SKILLS: Know basic computer operations and working with Windows and email. Use word processor for simple documents. Successful candidate must be willing to learn WIC specific software and Internet.

REASONING ABILITY: Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to define problems, collect data, establish facts, and draw valid

conclusions. Ability to interpret a variety of instructions furnished in written, oral, diagram or schedule form. Must be able to maintain confidentiality.

CERTIFICATES, LICENSES, REGISTRATIONS: Successful candidate must complete Levels 1 and 2 of the FNS WIC Breastfeeding Curriculum prior to starting counseling with/of enrolled WIC participants of the breastfeeding program.

OTHER REQUIREMENTS: Must have working telephone and be willing to make phone calls from home base to WIC approved mothers. Must be able to travel throughout the five (5) county service area occasionally. Must have a current and valid driver's license, access to a vehicle and be insurable. Upon hire, must have or obtain current Blood-borne Pathogens training.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to stand, walk, sit, stoop, kneel or crouch. The employee is occasionally required to use hands to finger, handle, or feel; reach with hands and arms, sit on floor or low chair, and climb or balance. The employee must regularly lift and/or move up to fifty (50) pounds and occasionally lift and/or move up to fifty (50) pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and the ability to adjust focus. May work in clinic settings with children ages 0 – 5.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally exposed to outside weather conditions, and exposed to childhood illnesses. The noise level in the work environment is usually moderate.

Established 10/2022

Reviewed by: Sheri M. Wilson, Executive Director

Date: _____

Signature: _____

Date: _____