

**Jefferson County
Position Description**

Name: _____ **Department:** Health Department - WIC

Position Title: WIC Breastfeeding Peer Counselor **Pay Grade:** _____ **FLSA:** Non-exempt

Date: April 2024 **Reports To:** WIC Project Supervisor Director;
WIC Director/Supervisor

Purpose of Position

The WIC Breastfeeding Peer Counselor is a paraprofessional support person who provides basic breastfeeding information and encouragement to WIC pregnant and breastfeeding mothers under the direct supervision of the WIC Breastfeeding Coordinator. The goal of the Peer Counselor is to increase breastfeeding initiation and longevity rates.

Essential Duties and Responsibilities:

The following duties are normal for this position. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

- Receives an assigned caseload of WIC participants monthly and makes required routine periodic contacts with all participants who are referred and/or assigned.
- Counsels WIC pregnant and breastfeeding mothers by telephone, WIC clinic visits, home visits, and/or hospital visits as determined by the local WIC program.
- Provides basic breastfeeding information, encouragement, and support to pregnant and breastfeeding mothers to help them get off to a good start with breastfeeding.
- Helps mothers prevent and manage common breastfeeding concerns.
- Provides strategies to help mothers overcome common breastfeeding barriers.
- Makes appropriate referrals according to the referral protocols.
- Keeps timely and accurate records in ROSIE of all contacts made with WIC participants.
- Attends and assists with prenatal classes and breastfeeding support groups as assigned.
- Attends staff meetings, other breastfeeding related meetings, and breastfeeding trainings as appropriate.
- Assists WIC staff in promoting breastfeeding peer counseling through special projects and duties, as assigned.
- Keeps participant information strictly confidential.
- Participates in ongoing training, department meetings, in-services, and seminars.
- Demonstrates dependable attendance.
- Complies with WIC confidentiality and ROSIE security policies and procedures, and County HIPAA Policies and Procedures, if applicable.
- Adheres to and promotes safety as a priority in the workplace.
- Practices competent motivational interviewing techniques, if applicable
- Performs other duties as assigned or that may develop.

Additional Tasks and Responsibilities

While the following tasks are necessary for the work of the unit, they are not an essential part of the purpose of this position and may also be performed by other unit members.

- None.

Minimum Training and Experience Required to Perform Essential Job Functions

- A past or current WIC participant is required.
- Personal experience with breastfeeding, having successfully breastfed at least one infant for a minimum of 6 months.
- Is enthusiastic and knowledgeable about breastfeeding and wants to help mothers enjoy a positive experience.
- Can work the schedule of hours required per week, as needed by the clinic.
- Is available to new mothers who are having breastfeeding problems outside the usual clinic hours.

Preferred Training and Experience Required to Perform Essential Job Functions

- Bilingual in English and Spanish preferred

Other Requirements – Certificates/Licensures

- Completes training sessions required to become a Breastfeeding Peer Counselor. Will be provided with the resources and equipment needed to perform the above job duties.
- Completes training on WIC, including Wisconsin WIC orientation and annual trainings, and ROSIE navigation and documentation.
- Obtains 12 hours of observing other peer counselors or breastfeeding experts helping mothers breastfeed.
- Reads assigned books and materials about breastfeeding.
- Attends quarterly State BFPC calls and breastfeeding trainings, as appropriate, to receive continuing education.
- Completes 25 hours of continuing education every 5 years.

Knowledge, Skills, Abilities

- Ability to analyze and categorize data and information in order to determine the relationship of the data with reference to criteria/standards.
- Ability to compare, count, differentiate, measure and/or sort data and information.
- Ability to persuade, convince and train others, including the ability to act in a lead capacity.
- Ability to advise and interpret how to apply policies, procedures, and standards to specific situations.
- Ability to utilize descriptive data and information, such as WIC Breastfeeding Counseling Guidelines, regulations, client files and correspondence.
- Ability to communicate verbally and in writing with WIC Breastfeeding clients, supervisors, other WIC and Health Department staff, medical personnel, clients' families.
- Ability to add and subtract, multiply and divide.

- Ability to use functional reasoning in performing semi-routine functions involving standardized work with some choice of action.
- Ability to exercise the judgment, decisiveness and creativity in situation involving a variety of predefined duties subject to frequent change.

Physical Demands

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

While performing the duties of this position, the employee is regularly required to sit; use hands to finger, grasp, handle, or feel; reach with hands and arms and talk or hear. The employee is occasionally required to stand; walk; climb or balance and stoop, kneel, crouch, or crawl. Lifting, moving, pushing or pulling up to 20 pounds does not generally occur, but may occur when lifting boxes, books or paper. Specific vision abilities required by this job include close vision, color vision, depth perception and ability to adjust focus, distance vision.

Work Environment

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

While performing the duties of this position, the employee is not regularly exposed to adverse conditions. The noise level in the work environment is usually moderate.

Supervision

None

Jefferson County is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act as Amended, the County will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

I have read and understand the duties of this job description and, by signing below; I agree that I can perform the duties of this position with or without reasonable accommodation.

Employee	Date
_____	_____

Supervisor	Date
_____	_____

Human Resources	Date
_____	_____