

**BELL COUNTY PUBLIC HEALTH DISTRICT WIC PROGRAM
POSITION DESCRIPTION
BREASTFEEDING PEER COUNSELOR**

Revision Date: October 17, 2023

Position Title and Classification: Breastfeeding Peer Counselor

GENERAL DESCRIPTION:

Responsible for performing designated services within a clinical setting. Refer to essential functions for definition of designated services. Services are provided at the Temple, Killeen, Copperas Cove, Call Center and Fort Cavazos locations.

Services are provided under the direct supervision of the Site Leader, Breastfeeding Coordinator and/or Peer Counselor Coordinator.

ESSENTIAL FUNCTIONS:

- Promote breastfeeding to all WIC participants.
- Act as a positive parenting and breastfeeding role model for WIC participants.
- Provide support and assistance for breastfeeding mothers and infants during normal WIC hours and, if necessary, outside of clinic hours and outside the WIC environment.
- Teach breastfeeding classes at local agency WIC clinics.
- Conduct breastfeeding support groups at local agency WIC clinics.
- Provide written and verbal information on the benefits of and techniques associated with breastfeeding to WIC participants.
- Address specific concerns of pregnant women and correct misinformation that may prevent a woman from breastfeeding.
- Provide one-on-one counseling to pregnant and breastfeeding women.
- Provide counseling over the phone. Provide appropriate follow-up and referrals.
- Provide support and information to breastfeeding mothers who may need help or advice to continue breastfeeding while working or attending school.
- Instruct WIC participants on the proper usage and maintenance of breast pumps once all appropriate training is completed.
- Identify breastfeeding experiences that are not the norm and make an immediate, appropriate referral.
- Issue manual and electric breast pumps according to local and State policy guidelines.
- Maintain record of names and phone numbers of participants counseled for evaluation purposes.
- Complete counseling and class forms accurately and in a timely manner.
- Attend peer counselor staff meetings.
- Assists Breastfeeding Coordinator and Peer Counselor Coordinator as needed.
- Perform other duties as assigned.
- May be required to speak another language for interpretation purposes only.
- Performs other duties as assigned by the Site Leader/BF Coordinator/PC Coordinator.

SKILLS/ABILITIES TO PERFORM IN POSITION:

Ability to interact appropriately with clients/co-workers. Have genuine desire to perform in public health. Ability to understand the importance of medical confidentiality. Ability to prioritize time and responsibilities. Ability to take direction from authority. Basic office skills and use of general office machines.

SPECIAL CONSIDERATION/REQUIREMENTS/RECOMMENDATIONS:

- Must have valid Texas driver's license.
- Must have own transportation and telephone/cell phone.
- Must have telephone.
- Requires ability to lift clinic supplies, educational materials and machines.
- Prolonged standing, sitting, or driving may be required.
- Increased risk for exposure to and possible transmission of vaccine-preventable diseases/tuberculosis.
- Must have appropriate immunizations according to BCPHD policy.
- Limited access to clinical lab areas containing biohazardous material.

MINIMAL QUALIFICATIONS:

- GED or high school diploma
- Must have successfully breastfed/chestfed or expressed breastmilk for at least one child
- Minimal knowledge of computer keyboard for data entry preferred