Title: WIC Breastfeeding Peer Counselor Supervisor/Manager

General Description:
The Supervisor manages the breastfeeding peer-counseling program on a Local agency level. Responsible for supervision and training of WIC Breastfeeding Peer Counselors and overall program planning and management

Qualifications:
• Has demonstrated experience in program management.
• Has demonstrated expertise in breastfeeding management and promotion.
• Has credentials of an International Board Certified Lactation Consultant (IBCLC) or has other certification in lactation management (e.g., CLE, CLC).
• Has a minimum of one-year experience counseling breastfeeding women.

Training
• Participates in four hours of breastfeeding continuing education annually.
• Receives “Using Loving Support to Manage Peer Counseling Programs” training.

Supervision:
The WIC State Breastfeeding Coordinator oversees the peer counselor supervisors.

Duties:
The WIC Breastfeeding Peer Counselor Supervisor manages the WIC peer counseling program on a local agency level and assists in statewide program management, including:
• Assists in establishing local agency and statewide program goals and objectives.
• Assists in establishing local agency and statewide peer counseling program protocols and policies.
• Recruits and interviews potential peer counselors in alignment with program policies and standards.
• Mentors breastfeeding peer counselors providing routine follow-up, evaluation, guidance and continuing education opportunities.
• Provides ongoing supervision.
• Holds weekly meetings with breastfeeding peer counselors
• Reviews peer counselor activity logs at a minimum of monthly
• Monitors the program, including conducting spot checks biannually and implementing and monitoring quality assurance projects.
• Routinely reports on the program to State Breastfeeding Coordinator.
• Works with other breastfeeding peer counselor supervisors/managers to assess for ongoing improvements to the program and collaborative training needs and opportunities.

I understand the above job responsibilities, and agree to perform these duties as assigned.

____________________________________  __________________________________
WIC Peer Counselor Supervisor  Date

Breastfeeding Peer Counseling
BFPC-5-A BFPC Supervisor Job Description
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