

## **WIC Breastfeeding Peer Counselor Supervisor Practice Guidelines and Performance Expectations**

### **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 six hours of breastfeeding continuing education annually.
- Receives WIC Breastfeeding Curriculum 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.

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WIC Peer Counselor Supervisor

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Date