**Class Summary**

The responsibilities of this classification include utilizing client-centered skills to give basic, evidence-based breastfeeding information and encouragement to pregnant and breastfeeding Women, Infants, and Children (WIC) clients, individually or in a group setting.

Following the USDA’s Loving Support Model, peer counselors reinforce breastfeeding recommendations in a socially and culturally appropriate context and promote breastfeeding as an essential element in the healthy development of the mother and baby.

**Distinguishing Characteristics**

This is the first level in a two-level classification series. The WIC Breastfeeding Peer Counselor I classification is distinguished from the WIC Breastfeeding Peer Counselor II in that incumbents in the WIC Breastfeeding Peer Counselor II provide peer counseling program coordination and serve as team leads who direct the work, provide support, and train program staff.

This classification is distinguished from other classifications in that the WIC Breastfeeding Peer Counselor provides information and encouragement to pregnant and breastfeeding clients. In addition, incumbents help WIC mothers initiate and continue breastfeeding and address the barriers to breastfeeding by offering breastfeeding education, support, and role modeling.

**Examples of Duties**

1. Promote breastfeeding as the optimal method of feeding among WIC participants.
2. Provide basic breastfeeding information and encouragement; address concerns and establish rapport with assigned clients.
3. Provide individual or group counseling for everyday lactation management issues according to established protocols and approved resources.
4. Address issues clients are most concerned about and help clients explore their barriers and visualize how breastfeeding can work for them.
5. Attend and assist with education and support groups in the WIC clinics.
6. Refer clients to WIC breastfeeding or other community resources for issues outside of the scope of practice, medical issues, or breastfeeding issues that do not show improvement for 24 hours.
7. Maintain accurate records and chart notes of all client contacts. Follow agency procedures for making referrals and reporting child safety concerns.
8. Assist WIC staff in promoting breastfeeding peer counseling through special projects.
9. Perform other duties as assigned.

**Knowledge/Skills**

Knowledge of basic breastfeeding methods and management of common problems

Knowledge of basic breastfeeding physiology, anatomy, and counseling techniques

Ability to maintain client confidentiality

Ability to effectively engage in and sustain relationships with people from diverse cultures and socio-economic backgrounds

Ability to work independently and as a team member

Demonstrated proficiency with business applications, such as Microsoft Office suite

**Education and Experience Requirements**

Previous personal breastfeeding experience of at least one infant for a minimum of six months is required

Or any combination of experience/education/training that provides the required knowledge, skills and abilities to perform the work

**Licensing, Certification and Other Requirements**

Valid Washington State Driver’s License

Completion of the “Loving Support” Breastfeeding Peer Counseling Training Program within one month of hire

Some licenses, certifications, and other requirements determined to be necessary to meet the business needs of the employing unit may be required

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| **FLSA Designation** | **Non-Exempt** |
| **Service Status** | Career Service  |
| **EEO Code** | 3 |
| **Levels within same series** | WIC Breastfeeding Peer Counselor I WIC Breastfeeding Peer Counselor II |
| **Class History** | 11/2014 - Created06/2023 - Updated (title and distinguishing characteristics) |