

BREASTFEEDING PEER COUNSELOR

141-J

DISTINGUISHING FEATURES OF THE CLASS: The responsibilities of this position are to promote and support breastfeeding initiation and continuation. The incumbent will be trained to provide information, encouragement, emotional support and guidance to WIC participants. The incumbent takes direction from the Breastfeeding Coordinator and/or WIC Program Director.

TYPICAL WORK ACTIVITIES: *The typical work activities listed below, while providing representative examples of the variety of work assignments in the title, do not describe any individual position. Incumbents in this title may perform some or all of the following, as well as other related activities not described.*

- Attends and participates in peer counselor meetings and/or trainings and integrates new information into daily work practices;
- Provides emotional support to mothers and significant others through personal interaction in clinics, over the phone, at various sites and home visits, as needed;
- Provides information and advocates for breastfeeding to WIC participants and the community;
- Assists in teaching breastfeeding classes;
- Participates in peer support groups;
- Assists in recruiting candidates for peer counselor training;
- Identifies the need for referral to the breastfeeding coordinator;
- Provides information on additional sources of help to the breastfeeding mother;
- Attends Peer Counselor meetings and meetings with Breastfeeding Coordinator;
- Prepares reports and maintains accurate records utilizing a personal computer using standard word processing and spreadsheet applications;
- May perform other program-related tasks relevant to the peer counselor's scope of practice.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL

CHARACTERISTICS: Good knowledge of programs and services available through the Public Health Services WIC Program; good knowledge of breastfeeding techniques; working knowledge of the health and social factors relating to the benefits of breastfeeding to the welfare of babies and mothers; ability to provide assistance to mothers demonstrating various breastfeeding techniques; ability to communicate effectively, both verbally and in writing; ability to deal effectively with people and maintain a successful relationships with program participants; ability to understand oral and written instructions; ability to operate a personal computer and utilize common office software programs; sensitivity to cultural diversity; confidentiality; tact; and courtesy.

MINIMUM QUALIFICATIONS:

Graduation from high school or possession of a general equivalency diploma and one (1) year of experience in a position which required interaction with the public.

SPECIAL REQUIREMENTS:

1. Must possess and maintain a valid appropriate class driver's license;
2. Successful completion of Peer Counselor Training Program within six (6) months of appointment.
3. Must have successfully breastfed at least one infant for at least six months.

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Created: 04/28/2009
Jurisdictional Class: Non-Competitive
Public Hearing: Yes
NYS Civil Service Commission Approval: Yes

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