

Division of Community Nutrition

<i>Subject: Breastfeeding Peer Counselor Responsibilities</i>		<i>Policy: BF 01.3</i>
<i>Reference: §C.F.R. 246.3</i>	<i>Effective: August 12, 2013</i>	<i>Supersedes: December 1, 2010</i>

I. Policy:

All breastfeeding peer counselors shall promote breastfeeding as the preferred infant feeding method.

II. Procedure(s):

A. Breastfeeding peer counselors shall:

- 1) Have a task appropriate orientation to the Virginia WIC Program.
- 2) Complete Virginia's electronic *Loving Support*® *Through Peer Counseling Training Program* and associated activities within ninety (90) days of hire as part of orientation to the Virginia WIC breastfeeding peer counselor program.
- 4) Create a breastfeeding-friendly environment. Refer to BF 02.0.
- 5) Counsel with an understanding of how cultural attitudes and practices of the community impact breastfeeding.
- 6) Work within the Breastfeeding Peer Counselor Standards of Practice (Appendix 16).
- 7) Demonstrate a knowledge of basic breastfeeding skills:
 - a. Various positioning techniques.
 - b. Manual expression of breast milk.
 - c. Collection and storage of breast milk.
- 8) Treat pregnant and breastfeeding participants with respect and keep their personal health information confidential.
- 9) Offer breastfeeding participants continued education and support on maintaining a positive breastfeeding relationship with their infant through the first year.
- 10) Work with WIC-only pregnant and breastfeeding participants individually and in groups or classes. Contacts shall be made at home, hospital, participant's home, or clinic setting.
- 11) Teach nutrition education classes related to breastfeeding and assist with the breastfeeding segment of prenatal or newborn classes.
- 12) Facilitate breastfeeding support groups within the local agency.

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- 13) Contact each new pregnant participant before delivery to discuss infant feeding options according to BF 01.4. Utilize Crossroads to assess and document breastfeeding progress.
- 14) Contact each breastfeeding participant to discuss breastfeeding progress and/or issues according to BF 01.4. Utilize Crossroads to assess and document breastfeeding progress. Close breastfeeding record if appropriate.
- 15) Make appropriate referrals according to CRT 08.0.
- 16) Abide by the limitations of the Peer Counselor as follows:
 - a. Shall not provide specific medical advice.
 - b. Shall not make hospital visits without prior approval by the WIC Breastfeeding Coordinator.
 - c. Shall not function in duties outside of the Memorandum of Agreement.
- 17) Screen and assist with electric breast pump loan agreements according to BF 04.2, and BF 04.3. Utilize Crossroads to assess and document breastfeeding progress.
- 18) Attend local, regional, or state breastfeeding promotion and support training when possible.
- 19) Receive a minimum of four (4) hours continuing lactation education annually.