
SECTION: BREASTFEEDING

SUBJECT: Breastfeeding Peer Counseling Program

ITEM: Peer Counseling Supervisor / IBCLC: Requirements and Responsibilities

Policy

The Local Agency (LA) with a Breastfeeding Peer Counseling (BPC) Program shall designate a PC Supervisor / International Board Certified Lactation Consultant (IBCLC) specifically for the BPC Program.

In order to provide the maximum amount of direct services to BPC Program participants, standard practice is to have an IBCLC provide lactation services and supervision of BPC staff. If the BPC Program is large enough to justify the need for both an IBCLC and a separate PC Supervisor, the LA shall submit a justification in the BPC Program Request for Funding beginning with the October, 2013 fiscal year.

Qualifications – PC Supervisor / IBCLC

The PC Supervisor / IBCLC shall remain current in their International Board of Lactation Consultant Examiners (IBLCE) certification and breastfeeding knowledge and skills as required by IBCLE.

I. Responsibilities of PC Supervisor / IBCLC

A. The PC Supervisor / IBCLC shall oversee and be responsible for:

1. initial and ongoing training of the Peer Counselors (PCs) based on the Women, Infants and Children (WIC) Program Manual (*WPM*) 630-14 (*Training*);
2. a system for referring WIC clients to PCs;
3. a system for referring BPC Program participants to the BPC Program IBCLC for breastfeeding problems outside the PC's scope of work;
4. ongoing continuous quality improvement plan based on the *WPM* 630-15 (*CQI*);
5. PCs adherence to WIC confidentiality requirements and the *WPM* 140-20 (*Employee Security Affidavit and User Identification*) requirements;
6. ongoing PC recognition program, which affirms and supports PCs, in an effort to improve PC retention;

7. establishment of community partnerships to increase awareness and improve communication to promote a breastfeeding-friendly culture in their community;
8. completion of the State Agency (SA) required reports and assessments using the templates provided by the SA;
9. ensuring the availability of services outside of normal work hours;
10. providing technical breastfeeding expertise to PCs in a timely manner;
11. providing breastfeeding counseling to high risk BPC Program participants who have been referred by the PC;
12. mentoring PCs and other WIC staff; and
13. assisting with monthly PC meetings and breastfeeding in-service trainings.

II. Separate PC Supervisor or IBCLC Positions

When the position of PC Supervisor and IBCLC is separated, the LA shall determine which duties of Section I.A., 1 through 13 above and Sections III and IV below are the responsibility of the PC Supervisor or the responsibility of the IBCLC.

The IBCLC shall perform the duties of at least Section I. A., 10 through 13 above.

III. Access and Availability

A. The PC Supervisor / IBCLC shall ensure that the PCs:

1. have regular weekly contacts with their supervisor, either in person, by telephone, or electronically;
2. have timely access to the BPC Program IBCLC, either in person, by phone, or electronically;
3. have the opportunity to see BPC Program participants face-to-face;
4. meet with fellow PCs on a monthly basis including monthly PC staff meetings, monthly in-services on breastfeeding topics, and case study reviews; and
5. are included in WIC staff meetings and team-building activities on a regular basis.

IV. Exit Surveys

A. The PC Supervisor / IBCLC shall ensure that:

1. exit surveys are conducted with at least 5 percent of the participants, within two weeks after they leave the BPC Program. The survey tool is to be developed by the local agency and kept on file for review by the SA; and
2. every PC completes an exit survey when she leaves her position.

Authority

All State Memorandum (ASM) 04-27 – Breastfeeding Peer Counseling Grants/Training, April 8, 2004

Loving Support© *Through Peer Counseling: A Journey Together – for WIC Managers*, USDA, November, 2011

Loving Support© *Frequently Asked Questions* 2011

Loving Support© *Model for a Successful Peer Counseling Program*