

Maine Center for Disease Control and Prevention WIC Nutrition Program

Effective: October 1, 2012

Policy No. BFPC-6

Revised: October 1, 2024

Breastfeeding Peer Counselor Supervisor Scope of Practice

Authority

22 MRSA §255 and §1951

10-144 CMR Chapter 286, §II.J.8

USDA All States Memorandum 04-27, “Breastfeeding Peer Counseling Grants/Training”
(April 8, 2004)

Policy

1. The breastfeeding peer counselor supervisor shall oversee day-to-day operations of the WIC Breastfeeding Peer Counselor/Mom to Mom Program and supervision of breastfeeding peer counselors.
2. The breastfeeding peer counselor supervisor shall ensure that the WIC Breastfeeding Peer Counselor/Mom to Mom Program follows rules, policies, and procedures developed by the State Agency.
3. The breastfeeding peer counselor supervisor shall maintain weekly contact with peer counselors on an individual basis.
4. The breastfeeding peer counselor supervisor shall coordinate efforts to survey participants who have worked with the agency’s breastfeeding peer counselor program.
5. The breastfeeding peer counselor supervisor shall ensure that peer counselors have access to an IBCLC.
6. The breastfeeding peer counselor supervisor shall ensure that peer counselors are made aware of and agree to WIC and State confidentiality policies.
7. The breastfeeding peer counselor supervisor shall notify the State Breastfeeding Coordinator of any suspected fraud by a peer counselor.

Procedures

1. The breastfeeding peer counselor supervisor shall ensure that the program operates according to rules, policies, and procedures developed by the State Agency. Breastfeeding peer counselor supervisory responsibilities include at a minimum:
 - 1.1 Recruitment and interview procedures that are in alignment with Maine CDC WIC Nutrition Program and local policies and standards.
 - 1.2 Arranging, at a minimum, the six (6) required credit hours of breastfeeding training annually.
 - 1.3 Establishing a weekly meeting/check-in schedule with the peer counselors.
 - 1.4 Determining how follow-up and guidance will be provided for peer counselors.
 - 1.5 Monitoring of peer counselor-participant contact documentation.
 - 1.6 Monitoring breastfeeding peer counselor referrals.
 - 1.7 Monitoring of program quality, including conduct surveys with participants who work with agency's breastfeeding peer counselor program and ensuring that peer counselors maintain appropriate scope of practice.
 - 1.8 Determining the amount of peer counselor participation in staff meetings, breastfeeding coalition meetings and clinic breastfeeding in-services. Involvement in non-participant activities should not be considered unless all participant needs are met.
 - 1.9 Terminating a peer counselor if she is not performing her job duties, has committed fraud, has exhibited inappropriate conduct for a "role model" in the community, or has not adhered to the signed contract and confidentiality statement.
2. Supervision of peer counselors shall include weekly meetings or phone calls between peer counselors and their supervisors. Meetings and/or phone calls shall:
 - 2.1 Discuss participants' needs.
 - 2.2 Identify strategies to strengthen counseling skills and problem-solving ability.
 - 2.3 Identify strengths and weaknesses to address in future coaching and trainings.
 - 2.4 Review peer counselors' Activity Log and Monthly Report (see Appendix BFPC-2-A).

- 2.5 Provide State Breastfeeding Coordinator with all agency Breastfeeding peer counselors' Activity Log and Monthly Reports (see Appendix BFPC-2-A) after review on a monthly basis. Timely submission and accuracy of Breastfeeding Peer Counselor Activity Logs will be evaluated during the Management Evaluation Review process. Peer Counselor Activity Logs are due on the last day of each month, but will be considered on time if received within 15 days of the last day of the previous month.
3. State Agency staff shall conduct a biannual survey, on March 1st and September 1st, to ensure peer counselors are meeting expectations outlined in their job descriptions.
 - 3.1 State Agency staff will distribute survey results to Local Agency Directors and Breastfeeding Coordinators. In the event that a local agency does not meet the minimum requirement of 10 participant responses, the local agency Breastfeeding Peer Counselor Supervisor shall be responsible for collecting additional survey responses. Local agency Breastfeeding Peer Counselor Supervisors will have 15 days to collect these additional responses.
 - 3.2 If survey results determine that a peer counselor is not meeting the expectations outlined in their job descriptions, Local Agency Breastfeeding Peer Counselor Supervisors are responsible for developing a plan for improvement that may include additional trainings, supervisory meetings, and any other tasks that the Local Agency Breastfeeding Peer Counselor Supervisors deems as appropriate.