

## **WIC PEER COUNSELOR**

**DISTINGUISHING FEATURES OF THE CLASS:** This is specialized non-professional work that involves providing information and support to prenatal and breastfeeding mothers participating in the Department of Health's Women, Infants and Children (WIC) program. The WIC Peer Counselor serves as a supportive resource for WIC participants, offering guidance on nutrition, breastfeeding and healthy lifestyle choices. This role involves providing education and fostering a supportive community for women and families. The work may be performed in clinics or from home. The work is performed under the general supervision of the Coordinator, WIC Program or higher-level administrator in accordance with New York State requirements. Does related work as required.

### **TYPICAL WORK ACTIVITIES:**

Provides one-on-one peer counseling to WIC participants regarding breastfeeding, nutrition and healthy lifestyle choices;  
Answers routine questions about breastfeeding and shares solutions that other mothers have successfully used to resolve problems and overcome challenges;  
Facilitates group sessions and workshops on breastfeeding, nutrition and parenting;  
Encourages participants to achieve their breastfeeding goals;  
Conducts one-on-one counseling sessions with mothers to address specific concerns, provide encouragement and discuss breastfeeding techniques;  
Documents counseling sessions and participant progress accurately in compliance with WIC program requirements;  
Assists in the development of educational materials tailored to the needs of WIC participants;  
Participates in the development and implementation of outreach programs to engage and educate potential WIC participants;  
Collaborates with other WIC staff and healthcare professionals to ensure comprehensive support for participants;  
Maintains confidentiality and adheres to ethical guidelines in all interactions;  
Participates in ongoing training and professional development to stay updated on best practices in nutrition and breastfeeding support;  
Completes special projects, as assigned.

### **FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:**

Working knowledge of the benefits of and barriers to breastfeeding; working knowledge of the techniques for successful breastfeeding; ability to communicate effectively with prenatal and breastfeeding mothers in a supportive and empathetic manner; ability to develop basic solutions for breastfeeding problems and provide practical advice; ability to complete basic forms and maintain organized records; ability to understand instructions for breastfeeding counseling; ability to establish and maintain cooperative relationships with others; ability to work collaboratively with healthcare professionals and community members.

**MINIMUM QUALIFICATIONS:** Graduation from high school or possession of an equivalency diploma and experience breastfeeding at least one (1) child.

**SPECIAL REQUIREMENT:** Upon appointment, and before providing any direct services to program participants, incumbents must complete WIC breastfeeding peer counselor training as required by the New York State Department of Health (i.e., NYS WIC Peer Counselor Curriculum). The required training must be completed no more than three (3) months from the date of appointment.

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Non-competitive