



GRAND TRAVERSE COUNTY, MI WIC PEER COUNSELOR JOB DESCRIPTION

Title:	WIC Peer Counselor
GENERAL SUMMARY The WIC Peer Counselor provides basic breastfeeding information and encouragement to WIC pregnant and breastfeeding mothers. Employees assure confidentiality. Employees in this job have no formal supervisory role, however, work as part of a team and are responsible for ensuring that the team meets its objectives. Employees must meet the minimum requirements, conditions of employment, and be able to perform successfully all essential duties and responsibilities with or without reasonable accommodations. This position may require irregular hours. This position may require travel by the employee in the employee's own vehicle.	
PRIMARY DUTIES AND RESPONSIBILITIES (may include but are not limited to the following) <ul style="list-style-type: none">• Receives a caseload of WIC clients and makes routine periodic contacts with all clients assigned throughout the breastfeeding experience. Provides anticipatory guidance to reduce the occurrence of infant breastfeeding problems.• Provides close contact and follow up to mothers prenatally and during the early postnatal period.• Provides information and promotes breastfeeding to WIC clients.• Provides the mother with advice on aspects of normal breastfeeding.• Assists in teaching breastfeeding classes or support groups.• Teaches the use, cleaning, and assembly of breast pumps and expression and storage of human milk.• Identifies the need for referrals to the breastfeeding coordinator or breastfeeding specialist.• Promotes immunization recommendations.• Prepares, updates, and maintains records to ensure accuracy and completeness.• Demonstrates basic computer skills and willingness to adapt to new software programs as indicated.• Complies with privacy and security laws (HIPAA), Federal, State, and Agency policies, and procedures.• Participates in continuing education programs and self-directed education to keep skills and knowledge current.• Demonstrates appropriate communication skills in addressing co-workers, community members and partners, and clients• Demonstrates dependable and reliable attendance patterns.• Participates in Community Health Outreach activities and events.• All other duties as assigned or delegated.	
EDUCATION, FORMAL TRAINING, AND EXPERIENCE (minimum requirements) <ul style="list-style-type: none">• High School Diploma or G.E.D.• Completes a Breastfeeding Basics training within three months of hire• Recent experience with infant breastfeeding• Experience with the WIC program, current or previous WIC client preferred	
CERTIFICATIONS, LICENSES (minimum requirements) <ul style="list-style-type: none">• None	



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CONDITIONS OF EMPLOYMENT (minimum qualification - legal or contractual pre-employment obligations and/or requirements, such as drug testing, background check, etc.)

A background check may be required initially and periodically for an individual hired, transferred, reclassified, promoted, or currently working in this job. Appointment to or continued employment in this job is contingent upon a satisfactory background check which may include, but is not limited to: confirmation of a persons' identity; review of criminal conviction records; verification of educational degree, license, or certificate required for the position; review of Department of Motor Vehicles records; Department of Justice fingerprint scan; and/or drug and alcohol testing as required and allowable by law. A satisfactory background check is defined as the absence of a criminal history record which bears a demonstrable relationship to the applicant's or employee's suitability to perform the required duties and responsibilities of the position.

DISTINGUISHING CHARACTERISTICS

Work follows well-established procedures. Employees are provided instructions and tasks are completed within specified guidelines. Errors at this level could lead to minor inconvenience and consequences that may not be obvious outside the work unit and may have some effect on service to the public but would probably not result in financial impact or cost and can generally be detected easily by the employee and corrected.

This job is not part of a series.

PHYSICAL DEMANDS, WORK ENVIRONMENT, AND OTHER REQUIREMENTS

- Work is performed mainly in an office environment.
- May be required to climb or balance; reach with hands and arms; sit; stand; stoop, kneel, or crouch; talk and hear; smell; use hands to finger, handle, or feel.
- May occasionally be required to lift/move up to 50 pounds.

ORGANIZATIONAL KEY COMPETENCIES

All Grand Traverse County Health Department employees are expected to provide professional preventative health services in a compassionate, efficient, progressive, comprehensive, and holistic manner. Additionally, all Grand Traverse County employees are expected to demonstrate a commitment to the following values:

- Serve with Integrity
- Be Innovative
- Be Accountable
- Engage the Team
- Provide Service
- Be Transparent

COMPETENCIES Position Specific Key Competencies for Public Health Professionals, also known as Core Competencies, are a consensus set of skills for the broad practice of public health, as defined by the 10 Essential Public Health Services:

Analytical/Assessment Skills

- Describes factors affecting the health of the community
- Understands that a community health assessments uses information about health status, factors influencing health, assets, and resources
- Make evidenced-based decisions using data and other information
- Apply ethical principles on the use of data and information
- Describes assets and resources that can be used for improving the health of the community
- Advocate for the use of evidence
- Uses information technology in accessing, collecting, maintaining, and disseminating data and



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information

Policy Development/Program Planning Skills

- Contributes to implementation of organizational strategic plan
- Contributes to the development of program goals and objectives
- Contributes to the implementation of policies, programs and services
- Explains the importance of evaluations for improving policies, programs, and services
- Works with team in strategies for continuous quality improvement

Communication Skills

- Identifies the literacy of populations served (e.g., ability to obtain, interpret, and use health and other information; social media literacy)
- Communicates in writing and orally with linguistic and cultural competency
- Communicates information to influence behavior and improve health
- Understands the roles of governmental public health, dietitians, health care, and other partners in improving the health of a community

Cultural Competency Skills

- Describes the diversity of individuals or populations in the community and how it may influence policies, programs, services, and health
- Recognizes the contribution of diverse perspectives when developing, implementing, and evaluating policies, programs, and services that affect the health of the community

Community Dimensions of Practice Skills

- Describes the programs and services provided by governmental and non-governmental organizations to improve the health of a community
- Recognizes, suggests, and supports relationships that affect and are needed to support health in the community
- Provides input for developing, implementing, evaluating, and improving policies, programs, and services
- Informs the public about policies, programs, and resources that improve health in a community
- May collaborate in community-based participatory research

Public Health Sciences Skills

- Identifies prominent events in public health history
- Retrieves evidence from multiple sources to support decision making
- Describes evidence used in developing, implementing, evaluating, and improving policies, programs, and services

Financial Planning and Management Skills

- Adheres to organizational policies and procedures
- Describes how teams achieve program performance standards and measures
- Motivates colleagues for the purpose of achieving program and organization goals

Leadership and Systems Thinking Skills

- Incorporates ethical standards of practice into all interactions
- Contributes to developing a vision for a healthy community (e.g. emphasis on prevention, health equity for all, excellence, and innovation)
- Participates in professional development opportunities
- Describes ways to improve individual and program performance



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