

Breast Feeding Peer Counselor

Nature of Work

This is responsible part-time work involving the delivery of outreach services to encourage the breast feeding of infants and provide advice and assistance with proper breast feeding practices. Activities associated with the job include conducting home visits, making telephone calls, providing counseling for new mothers on proper nutritional and preventive health practices and promoting healthy lifestyles. Additional activities include serving as a resource for clients and their families, advocating for the needs of nursing mothers and maintaining accurate and thorough records of all outreach activities conducted in the service area. Job responsibilities require considerable experience in proper breast feeding practices, experience performing health related outreach activities, knowledge of community and regional medical and health related resources, good interpersonal, organizational and decision making skills and sufficient strength and stamina to perform job related duties. Job performance is evaluated by the Nutrition Educator in the Health Department through knowledge of proper breast feeding practices, review of the effectiveness of outreach activities, ability to interact effectively with individuals from a variety of socio-economic backgrounds, organizational and decision making skills and accuracy and thoroughness of required record keeping activities.

Illustrative Examples of Work

- Provides direct outreach to new mothers and their families utilizing a variety of approaches including home visits, attending neighborhood associations, Parent/Teacher organizations, health fairs, etc.
- Utilizes a variety of educational materials to inform constituents about proper breast feeding practices, nutritional habits, preventive health practices, available regional health care services, etc.
- Utilizes county reference guides and materials to assist new mothers and their families.
- Informs supervisors of barriers to the delivery of effective medical services detected during outreach contacts.
- Maintains records and supporting documentation of all outreach efforts and contacts and submits a weekly report to supervisor.
- Ensures that all outreach activities are conducted in a professional and confidential manner.
- Plans outreach activities based on targeted areas and populations identified in the county community health risk assessment.
- Provides effective instruction to constituents regarding the importance of breast feeding infants and preventive health care practices.
- Participates in community activities including health fairs, community events, and faith-based activities.
- Serves as a resource and an advocate for eligible nursing mother and their families.
- Maintains an up-to-date guide of resources available in the community.
- Remains current on all proper breast feeding recommended practices.

- Maintains a record of families contacted in order to provide effective follow through on outreach activities.
- Performs related duties as required.

Necessary Requirements of Work

Graduation from a four year accredited high school (or GED program) supplemented with additional training in health related services; good organizational, interpersonal and decision making skills; knowledge of proper breast feeding practices and techniques, knowledge of Health Departmental rules and regulations and community and regional health related resources; ability to perform effective outreach services and maintain required documentation; sufficient strength and stamina to perform field related duties; or any equivalent combination of education and/or experience to provide the following knowledge, abilities and skills:

- Considerable knowledge of recommended breast feeding practices and techniques.
- Considerable knowledge of Health Department rules and regulations including eligibility requirements, required documentation, available services, etc.
- Knowledge of currently existing health related issues and concerns pertaining to low income populations.
- Knowledge of medical and other health related resources available to constituents in the region and community.
- Knowledge of effective outreach activities and practices including the identification of targeted populations and methods of providing information and services.
- Ability to interact effectively with individuals and families from a variety of socio-economic backgrounds.
- Ability to maintain accurate and thorough records and supporting documentation of outreach activities.
- Ability to perform timely and effective outreach activities for targeted populations and assist in the identification of needed services.
- Ability to make timely and appropriate decisions regarding the needs and services of clientele.
- Ability to conduct effective educational sessions for targeted groups and populations.
- Ability to effectively prioritize daily and weekly activities and meet all established deadlines and reporting requirements.
- Ability to perform the physically demanding aspects of the job in a variety of weather conditions.
- Ability to maintain an adequate and up to date supply of educational materials related to breast feeding, proper nutrition, preventive health practices, etc.

Necessary Special Requirements

- Ability to work flexible schedules (including evenings and occasional weekends).
- Job duties require the use of personal transportation and possession of a valid Tennessee Drivers license.
- Bilingual skills helpful.
- Must be a current or former WIC participant and have successfully breastfed at least one infant for approximately one year.

Sevier County Government
 FLSA – Non – Exempt
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