

## BREASTFEEDING PEER COUNSELOR

*Scope: Basic information and encouragement to support normal breastfeeding.*

### SUPPORT

Help identify her sources of support  
Help mom identify her concerns, barriers, and solutions.

Pregnancy  
Getting breastfeeding off to a great start  
Growth spurts  
Solid foods  
Weaning

Resource and referral

Basic and timely problem solving and support in normal breastfeeding situations

Plan for return to work/school

Availability in a clinic setting and outside of normal business hours

### TEACH/PLAN

Reasons to breastfeed

Risks of not breastfeeding

Importance of exclusivity in the early weeks.

WIC food packages for breastfeeding mothers

Assist in infant feeding classes and peer support groups

Basic techniques to ensure breastfeeding success:

Milk production  
Skin-to-skin  
Positioning and latch  
Milk expression and storage



Yield to WIC designated bf expert;  
bf coordinator; CLC; IBCLC; Physician

Recognize when assistance and/or referral is needed

## CERTIFIED LACTATION COUNSELOR

*Scope: Counseling, education, general assessment and planning.*

### SUPPORT

Same as BPC

### BASIC ASSESSMENT

All aspects of bf dyad:

Physical  
Cultural  
Behavioral  
Social

Effective vs. non-effective milk transfer by observation

### COUNSEL

Individualized approach

Identify attitudes, values and expectations about infant feeding and healthy lifestyles

### TEACH/PLAN

Infant feeding classes

Develop care plans specific to the needs identified through assessment and counseling

Resource and referral  
(may refer back to BPC for assistance and/or follow up within BPC scope)

Coordinate care with IBCLC and physician



Yield to IBCLC; Physician

Recognize when assistance and/or referral is needed

## IBCLC

*Scope: Counseling, holistic care, comprehensive assessment, care plans and managing complex breastfeeding challenges.*

### SUPPORT

Facilitate the development of policies which protect, promote, and support breastfeeding

### COMPREHENSIVE ASSESSMENT

Includes documenting health histories and preexisting conditions that may impact feeding

Feeding assessment including effective vs. non-effective milk transfer and weighed feedings

Physical assessment of mother's breast and child's facial anatomy

Develop individualized feeding plans

### COUNSEL

Assist with managing complex challenges using evidence based information, free of conflict of interest

Effects of substances on lactation and child safety:

Alcohol - Tobacco  
Street drugs - Prescribed medications

### TEACH/PLAN

Educate women, families, health professionals and the community about human lactation

Effects of complimentary therapies on milk production and child safety

### HOLISTIC CARE

Holistic, evidence based support and care  
Reporting to physicians, recording and retaining medical documentation



Yield to Physicians, dieticians and other health care professionals as needed

### Responsibilities for all:

- Promote breastfeeding as the optimal method of feeding an infant
- Respect the privacy, dignity, and confidentiality of mothers and families
- Work within WIC policy and procedures
- Recognize and respect the individual components of each breastfeeding dyad including physical, cultural, behavioral, and social factors
- Acquire ongoing education to build knowledge and skills
- Provide only evidence based information
- Promote breastfeeding in the community, workplace, and health care system
- Work as part of a healthcare team using ethical and professional behavior
- Knowledge of State, National, and International Policies and legislation that promote, protect, and support breastfeeding

# stay in your lane