

# **HIDALGO COUNTY WIC PROGRAM**

## **BREASTFEEDING PEER DAD**

### **GENERAL DESCRIPTION**

Under the supervision of Lactation Consultant or designee, directly responsible for providing breastfeeding promotion, support activities and information to fathers.

### **EXAMPLES OF WORK PERFORMED**

Smile, greet and assist clients as needed. Practices professional etiquette

Counsels fathers and/or expected fathers on a one-to-one basis, or in a group class about breastfeeding and baby care

Distribute and share breastfeeding information to promote breastfeeding in waiting room

Documents breastfeeding assessment and counseling in medical records at Lactation Center, clinics or hospitals

Gives talks or presentations on father-to-father support of breastfeeding to civic, church or other men's groups

Assesses clients concerns, problems and provides appropriate referrals to appropriate health and social services

Uses appropriate counseling techniques/protocols in responding to a variety of culture and family situations

Correct misinformation and myths, which may prevent a father from encouraging his baby's mother to continue to breastfeed and how to deal with male envy of the breastfeeding pair

Give fathers specific ideas on how to become more involved with the breastfeeding experience

Completes lactation educator certification and participates in regular peer counselor meetings

Be knowledgeable of the Breast Pump Program policies and procedures

Networks with other health professionals to promote and support breastfeeding in the community to fathers

Exhibits basic WIC certification knowledge and comprehension

Performs all other related duties as assigned

## **GENERAL QUALIFICATION GUIDELINES**

### **Experience and Education**

High School diploma or equivalent required. 1 year experience in community or social service preferred

When recruiting a Peer Dad the Local Agency shall choose fathers who: a) are receiving WIC or have received WIC b) wife/partner has successfully breastfed at least one baby for six months c) are enthusiastic about breastfeeding and have a desire to share that enthusiasm with other fathers

Bilingual preferred (English/Spanish) read and write

### **Knowledge, Skills, and Abilities**

Must have the ability to read, write and comprehend English and Spanish language plus must be able to communicate with the public

Must have transportation and telephone availability

Available to work on one Saturday per month or at night depending on schedule

Must have a valid Texas Driver's License and maintain an acceptable driving record

Must comply with WIC immunization requirements

### **PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is required to sit and use hands to fingers, or feel objects, tools or controls. The employee is required to stand; walk; reach with hands and arms; stoop and kneel.

The employee must occasionally lift and/or move up to twenty-five (25) pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

**WORK ENVIRONMENT:**

The work environment characteristics described here are representative of those an employee encounter while performing the essential functions of this job.

The noise level in the work environment is usually moderate.

**SAFETY REQUIREMENTS:**

Maintain physical conditions appropriate to the performance of assigned duties and responsibilities which may include the following:

- sitting for extended periods of time
- standing for extended periods of time
- operating assigned equipment

Maintain mental capacity which permits:

- making sound decisions and using good judgment
- demonstrating intellectual capabilities

Effectively handle a work environment and conditions which involve:

- working closely with others
- working in a multi-task environment

Maintain effective audio-visual discrimination and perception needed for:

- making observations
- reading and writing
- operating assigned equipment
- communication with others
- required to follow the Hidalgo County Accident Prevention Plan and department's safety regulations