

APPENDIX A

Local Agency Breastfeeding Coordinator Roles and Responsibilities

DEFINITION:

The Local WIC Agency Breastfeeding Coordinator is a designated staff member who provides leadership to the local WIC agency regarding breastfeeding promotion, education and support.

QUALIFICATIONS:

- Has a strong interest in and commitment to supporting breastfeeding
- Is an International Board-Certified Lactation Consultant (IBCLC). If not an IBCLC, is a health professional, or a paraprofessional who has completed a minimum of 45 hours of advanced lactation training approved by the State Breastfeeding Coordinator. Training must be completed within 6 months after assuming this role

DESIRABLE SKILLS:

- Has experience counseling breastfeeding women representative of the WIC population
- Has completed the trainings necessary to be a CPA
- Willingness to pursue the International Board-Certified Lactation Consultant (IBCLC) credential if possible

ROLES

- Assesses, plans, implements and evaluates strategies to meet the breastfeeding education needs within the WIC program
- Assists WIC Coordinator, Training Supervisor and Breastfeeding Peer Counseling Coordinator in the breastfeeding-related training of local agency staff
- Assures that effective, appropriate and accurate breastfeeding information and services are provided to WIC participants
- Authorizes and trains local agency staff in the appropriate assessment and issuance of breast pumps
- Is a breastfeeding advocate and resource within the WIC program, the agency and the community

TYPICAL DUTIES & RESPONSIBILITIES

The Breastfeeding Coordinator provides leadership to the local agency in the following areas:

- Is familiar with Oregon WIC breastfeeding policies and works in coordination with the LA WIC Coordinator to assure compliance
- Advocates within the agency for best practices in breastfeeding promotion, support and management
- Ensures that the local agency follows federal and state laws regarding the provision of rest periods to breastfeeding employees for milk expression
- Coordinates the breastfeeding activities related to the annual Nutrition Services Plan
- Tracks breastfeeding rates and trends through the WIC data system and other sources, if available
- Oversees breast pump inventory and tracking of multi-user double electric breast pumps
- Plans and coordinates special projects, activities and events, such as support groups, peer counseling, World Breastfeeding Week, and others
- Is the key breastfeeding contact for the State WIC agency

The Breastfeeding Coordinator provides leadership regarding information and services to WIC participants:

- Keeps abreast of breastfeeding research and information as it applies to WIC services and maintains updated reference material
- Assesses task-appropriate breastfeeding training needs of staff
- Provides to staff (through training or other methods) appropriate, current and accurate breastfeeding information, and builds skills of WIC staff, using the online Level 1 Breastfeeding Course as a minimum
- Maintains a positive clinic environment that promotes breastfeeding
- Assures that participant educational materials are appropriate and effective (brochures, videos, posters, etc.)
- Assures breastfeeding is promoted to all pregnant women at their initial certification, unless medically contraindicated
- Assures, through review and observation, that WIC staff provide prenatal and postpartum women with participant-centered education in both individual and group settings
- Assures that WIC participants receive breastfeeding encouragement, support, counseling and follow-up, if appropriate
- Assures that breastfed infants' food packages are tailored to support continued breastfeeding
- Assures that WIC participants who need WIC breast pumps receive them in a timely manner, are instructed correctly, and are provided follow-up
- Assures that WIC participants are referred to other breastfeeding resources that are beyond staff expertise and/or the scope of WIC services

The Breastfeeding Coordinator provides leadership to the local agency and surrounding community:

- Acts as the liaison between the WIC agency and the community regarding breastfeeding promotion, education and support
- Networks with other breastfeeding advocates and professionals and helps to build and strengthen task forces, coalitions or other partnerships and activities
- Identifies breastfeeding resources for the referral and support of WIC participants
- Advocates for breastfeeding services for WIC participants
- Assesses community and agency breastfeeding needs and helps address those needs