

310.16

Breastfeeding Coordinator Guidelines

Qualifications

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The breastfeeding coordinator must be a:

- Licensed dietitian
- Registered nurse
- Nutrition educator, or
- Health educator

The breastfeeding coordinator also must be able to communicate and work well with others.

Note: It is highly encouraged for the Breastfeeding Coordinator to become a Certified Lactation Counselor (CLC) or International Board Certified Lactation Consultant (IBCLC) within one year of hire.

Desirable Skills

Professional work experience or volunteer experience with breastfeeding promotion and support activities, including mother-to-mother support programs, is desirable.

Employment Status

The breastfeeding coordinator may be a staff member or an individual contracting with the WIC agency to provide these and other services.

Supervision

The breastfeeding coordinator is responsible to the agency's WIC program coordinator and/or lead WIC dietitian. Technical assistance can be received from staff dietitians as well as from staff of the state WIC office.

Responsibilities

Assigning Responsibilities

Each agency must decide the best staffing arrangement for this position. The position of breastfeeding coordinator may be separate, or it may be held by an employee with another position.

Minimum Responsibilities

The breastfeeding coordinator's minimum responsibilities include:

- Maintaining an inventory of breastfeeding devices (pumps, shells, etc.) for distribution to participants,
- Communicating breastfeeding equipment needs to the WIC program coordinator,
- Consulting with state staff as needed,
- Maintaining an inventory of breastfeeding education materials (print and audiovisual),
- Ordering education materials for breastfeeding promotion and support activities,
- Participating in completing the WIC nutrition education needs assessment and developing breastfeeding action plan(s),
- Attending the Local Agency Breastfeeding Committee calls hosted by the State WIC office. An approved alternate may also attend these calls.
- Participating in training related to assigned job responsibilities.
- Following the FNS WIC Breastfeeding Platform (WIC Breastfeeding Support – Learn Together, Grow Together).

Other possible responsibilities

Additional responsibilities may include:

- Providing input into agency outreach activities and materials to ensure that positive breastfeeding messages are included,
- Participating in developing new employee orientation guidelines that address program policies, goals and philosophies regarding breastfeeding,
- Ensuring that breastfeeding promotion and support activities are integrated in local program operations,
- Functioning as a member of the agency chart audit team,
- Referring to the *Breastfeeding Promotion and Support in the WIC Program* (National WIC Association, 2004) for direction and guidance in strengthening breastfeeding promotion and support activities, and
- Performing other related duties as assigned by the WIC Coordinator.