

## Local Agency Breastfeeding Coordinator

### A. Purpose of Procedure

Every local WIC agency is required to have a Breastfeeding Coordinator.

### B. Scope of the Procedure

Breastfeeding Coordinators must have specific qualifications and must perform specific responsibilities in providing breastfeeding promotion and support.

### C. General Procedure

#### Qualifications

- The Breastfeeding Coordinator must meet the following qualifications:
  - Meets the qualifications of the Competent Professional Authority (CPA)
  - Has experience in program management
  - Minimum of one-year experience counseling breastfeeding people
  - Has successfully completed specialized training in lactation management and care (e.g. International Board Certified Lactation Consultant (IBCLC), Certified Lactation Counselor (CLC), Certified Lactation Specialist (CLS), etc.)
  
- The following skills are desirable:
  - Being able to communicate and work well with others
  - Having program development skills
  - Having counseling skills
  - Having community linkage experience
  - Having participant advocacy experience
  - Having professional work experience or volunteer experience with breastfeeding promotion and support activities, including mother-to-mother support programs

#### Responsibilities

A Breastfeeding Coordinator's responsibilities include, but is not limited to the following:

- Oversees the planning, implementation, and evaluation of local agency breastfeeding activities
- Assist in developing the local agency nutrition education and breastfeeding promotion and support plan
- Ensure the local agency staff are properly trained on breastfeeding education and support

- Provides ongoing support of local agency breastfeeding staff
- Keeps current with up-to-date breastfeeding information and disseminates this along with state provided information to local agency staff
- Identifies, coordinates, and collaborates with community breastfeeding stakeholders
- Monitors local agency breastfeeding rates
- Ensures that breast pump issuance, inventory, and maintenance are logged and monitored
- Performs the roles and responsibilities of a CPA
- Participates in meetings with the State Breastfeeding Coordinator such as the Local Agency Breastfeeding Committee calls. An approved alternate can attend the Local Agency Breastfeeding Committee calls.
- Follows the FNS WIC Breastfeeding Platform (WIC Breastfeeding Support – Learn Together, Grow Together)
- Refers to *WIC's Promotion and Support of Breastfeeding Making Breastfeeding Accessible and Equitable for the WIC Population* (National WIC Association, June 2019) for direction and guidance in strengthening breastfeeding promotion and support activities.
- Interacts with community partners such as, but not limited to the following:
  - Local and state breastfeeding coalitions
  - Maternal Child and Adolescent Health programs
  - Social service agencies
  - Local public health agencies
  - Birthing hospitals
  - Medical clinics
  - OBGYN offices