

LOCAL WIC AGENCY BREASTFEEDING COORDINATOR

GENERAL DESCRIPTION

The coordinator shall be responsible for breastfeeding promotion, protection and support activities within the local WIC agency. In agencies with the Peer Counseling Project, the Breastfeeding Coordinator is the designated Peer Counselor Supervisor/Coordinator, unless the agency has made other arrangements with the State WIC program.

Examples of Work

- Coordination of overall WIC and agency nutrition plans related to breastfeeding.
- Review WIC breastfeeding reports on a periodic basis, analyze the data and implement changes to maintain or improve breastfeeding rates.
- Advise WIC Coordinator on breastfeeding related budget needs.
- In coordination with other agency staff, train staff in breastfeeding promotion, protection and support, as well as on the importance of positive breastfeeding attitudes and atmosphere in the clinics.
- Evaluate educational materials to determine whether they present breastfeeding in a positive tone and reviewing for accuracy of the information being presented.
- Assist in developing programs which sensitize staff to their own attitudes and beliefs about breastfeeding and provide ways the various staff can support women who breastfeed.
- Based on specific criteria, determine the need for use of breast pumps and assist the client to acquire the type of pump needed.
- Participate in outreach activities which promote breastfeeding.
- Assess the content of individual educational contacts and group sessions that address infant feeding to assure that breastfeeding is presented as the norm for infant feeding.
- Develop referral sources related to breastfeeding.
- Identify other community resources which support breastfeeding and coordinate services to maximize benefits for women who breastfeed.
- Attend WIC and other breastfeeding conferences to maintain knowledge of current research and methodologies which promote, protect and support breastfeeding.
- Interact with MDCH/WIC Division and other local WIC agencies to coordinate and implement breastfeeding promotion activities such as cosponsored educational programs, World Breastfeeding Week activities, etc.
- Coordinate with peer counselor programs working with WIC population.
- Member of State WIC Breastfeeding Subcommittee (i.e., attend meetings and receive minutes).
- Manages the WIC Peer Counseling Project: including implementing, supervising, training and mentoring the peer counselors As well as coordinating services for reporting and budget.

Suggested Qualifications

A registered dietitian (R.D.) who is accredited by the Commission on Dietetic Registration of the American Dietetic Association, a Registered Nurse, or an International Board Certified Lactation Consultant (IBCLC). The Breastfeeding Coordinator's recommended continuing education in breastfeeding includes at a minimum:

- WIC/MSUE Breastfeeding Initiative Training: Breastfeeding Basics.
- Other training on breastfeeding provided on an ongoing basis by the MDCH/WIC Division or other professional organizations, e.g., ILCA.