

BREASTFEEDING COORDINATOR

General Description and Examples of Work

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

Examples of Work

- Coordinate with WIC Coordinator to develop nutrition services plan (NSP) related to breastfeeding and chestfeeding.
- Monitor local agency breastfeeding rates on a periodic basis, analyze data and implement changes to maintain or improve breastfeeding rates.
- Advise WIC Coordinator on breastfeeding-related budget needs.
- Ensure that local agency staff is properly trained in breastfeeding promotion, protection, and support, as well as on the importance of positive breastfeeding attitudes and atmosphere in the clinics.
- Assist in developing programs which sensitize staff to their own attitudes and beliefs about breastfeeding and chestfeeding and provide ways staff can support lactating clients.
- Evaluate breastfeeding educational materials to ensure they present breastfeeding and chestfeeding in a positive tone and contain accurate information.
- Record and monitor pump issuance, inventory, and maintenance.
- Determine client's need for a pump and assist in acquisition of desired pump.
- Receive referrals for clients with breastfeeding and chestfeeding issues outside the scope of practice of peers or other staff.
- Participate in outreach activities which promote breastfeeding and chestfeeding.
- Assess the content of individual education contacts and group sessions that address infant feeding to assure that breastfeeding and chestfeeding is presented as the norm for infant feeding.
- Develop referral resources related to breastfeeding and chestfeeding.
- Identify other community resources which support breastfeeding and coordinate services to maximize benefits for families.
- Attend WIC and other breastfeeding conferences to maintain knowledge of current research and methodologies which promote, protect and support breastfeeding and chestfeeding.
- Collaborate with MDHHS WIC Division and other local agencies to coordinate and implement breastfeeding promotion activities, such as cosponsored educational programs, National Breastfeeding Month activities, etc.
- Attend Breastfeeding Work Group a minimum of three times per year.

- Manage the Peer Counselor program, including implementing, training, and mentoring peer counselors, as well as, coordinating services for reporting and budget.