

MI-WIC POLICY

Eligibility/Certification

1.0 Administration

Effective Date:05/31/2018

1.07F Breastfeeding Coordinator

Implementation Date:10/01/2018

BREASTFEEDING COORDINATOR

General Description

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

State Offered Required Training

- i. Breastfeeding Coordinator Training
- ii. Receive on-going breastfeeding education and training. Suggested educational opportunities may include, but are not limited to:
 - Advanced Breastfeeding Clinical Skills
 - Breastfeeding Basics
 - Milk Expression Training (as available by MDHHS WIC Program)
 - Advanced Lactation Certification, such as:
 - Lactation Consultant Preparation Course
 - Lactation Educator Training Program
 - Lactation Counselor Training Program
 - CCS Skill Training (if offered)
 - WIC Conference, (breastfeeding sessions)
 - CCS Rethinking How We Listen & Respond in WIC (role-specific)
 - CCS Communicate to Motivate
 - Web Based Training Modules:
 - Michigan WIC Civil Rights Training
 - MI-WIC Admin Module
 - MI-WIC All Clinic Staff Training

State Recommended Training

- Record Review Training
- CCS Webcasts (all new and archived, role-specific)

Local Agency Training or Other Opportunities

- Breastfeeding conferences sponsored by hospitals, Michigan Association of Lactation Consultants (MALC), Western MALC, La Leche League, etc.
- Cohortive Overview
- Cohortive Modules

- Webinars
- On-line learning modules
- Newsletters
- Articles
- Case studies
- Lactation Consultant Preparation Course, or Lactation Training Program

Examples of Work

- Coordinate with WIC Coordinator to develop nutrition services plan related to breastfeeding.
- Monitor local agency breastfeeding rates on a periodic basis, analyze the 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 provide ways the various staff can support women who breastfeed.
- Evaluate breastfeeding educational materials to ensure they present breastfeeding in a positive tone and review for accurate information.
- Record and monitor breast pump issuance, inventory and maintenance.
- Determine client's need for a breast pump, and assist in client acquisition of desired pump. (Based on specific criteria)
- Receive referrals for clients with breastfeeding issues outside the scope of practice of peers or other staff.
- Participate in outreach activities which promote breastfeeding.
- Assess the content of individual education contacts and group sessions that address infant feeding to assure that breastfeeding is presented as the norm for infant feeding.
- Develop referral resources 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 MDHHS WIC Division and other local 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 the WIC population.
- Serve as a member of the State WIC Breastfeeding Subcommittee (i.e., attend meetings and receive minutes).
- Manage the WIC Peer Counselors: including implementing, training and mentoring the peer counselors as well as coordinating services for reporting and budget.