
SECTION: BREASTFEEDING

SUBJECT: Breastfeeding

ITEM: Local Agency Breastfeeding Coordinator

Policy

To ensure breastfeeding is promoted and supported at the local level, each local agency (LA) shall designate a Competent Professional Authority as a Breastfeeding Coordinator to oversee Women, Infants and Children (WIC) breastfeeding services, promote breastfeeding in the community, and establish breastfeeding as the norm for WIC mothers and their infants up to age one year and beyond. If the designated Breastfeeding Coordinator will be out for an extended leave, an interim Breastfeeding Coordinator shall be appointed.

Requirements

I. Training:

- A. The LA Breastfeeding Coordinator shall promote and support breastfeeding and shall be trained as one of the following:
 - 1. International Board Certified Lactation Consultant (IBCLC);
 - 2. Certified Lactation Educator (CLE);
 - 3. Certified Lactation Counselor (CLC); or
 - 4. other comparably trained person as approved by the State Agency (SA).
- B. If the Breastfeeding Coordinator does not meet the above training requirements prior to assuming the position, the individual shall obtain the training within one year of the date they became the Breastfeeding Coordinator.
- C. The Breastfeeding Coordinator shall attend the annual, statewide WIC Conference which includes breastfeeding topics and may attend other conferences.
- D. The Breastfeeding Coordinator shall be trained on breast pump loan policy, which includes inventory, use and maintenance of breast pumps. Training on breast pump loan policy shall occur within one month of employment and prior to issuing breast pumps to WIC participants.
- E. Documentation of the Breastfeeding Coordinator's initial and on-going training shall be maintained at the LA for review.

II. Responsibilities:

- A. The Breastfeeding Coordinator shall oversee:
1. the breastfeeding portion of the Nutrition Services Plan (NSP);
 2. breastfeeding activities, including but not limited to:
 - a. ensuring the site environment promotes and supports breastfeeding according to WPM Policy 610-10;
 - b. providing the opportunity for all pregnant and breastfeeding participants to receive individual counseling and nutrition education sessions that promote and support breastfeeding for one year and beyond;
 - c. ensuring all individual counseling and nutrition education sessions that address infant feeding promote breastfeeding as the normal way to feed an infant;
 - d. ensuring breastfeeding promotion/support activities are evaluated and necessary changes are implemented to promote maximum LA breastfeeding initiation and duration rates;
 3. any LA Breastfeeding Peer Counseling (BPC) Program, if there is not a BPC Program supervisor;
 4. coordination and documentation of breastfeeding education at the LA;
 5. networking with other health professionals and community organizations to promote and support breastfeeding in the community;
 6. training of staff on appropriate referrals of breastfeeding situations or questions that are beyond the staff member's level of expertise. See WPM 190-00 for more details;
 7. the creation and maintenance of a referral list of individuals in the community, qualified to respond to breastfeeding questions or provide expertise and support to WIC participants; and
 8. training of designated staff on:
 - a. breast pump lending policy, which includes:
 - i. loan, inventory, use and maintenance; and
 - ii. the proper use of and issuance of breastfeeding tools to participants with latch problems.

Authority

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