

**Subject: Local Agency Staff Requirements****Item: Breastfeeding Coordinator**

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**PURPOSE:**

To describe the requirements for the local agency (LA) Breastfeeding Coordinator.

**POLICY:**

- I. To ensure breastfeeding is promoted and supported at the local level, each LA must designate 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 must be appointed.

**PROCEDURE(S):**

- I. Training:
    - A. The LA Breastfeeding Coordinator must promote and support breastfeeding and must be trained as one of the following:
      1. International Board Certified Lactation Consultant (IBCLC).
      2. Certified Lactation Educator (CLE).
      3. Certified Lactation Counselor (CLC).
      4. Other comparably trained person as approved by CDPH/WIC.
    - B. If the Breastfeeding Coordinator does not meet the above training requirements prior to assuming the position, the individual must obtain the training within one year of the date they became the Breastfeeding Coordinator.
    - C. The Breastfeeding Coordinator must attend the annual, statewide WIC Conference which includes breastfeeding topics and may attend other conferences.
    - D. The Breastfeeding Coordinator must be trained on breast pump loan policy, which includes inventory, use and maintenance of breast pumps. Training on breast pump loan policy must occur within one month of employment and prior to issuing breast pumps to WIC participants.
  - II. Responsibilities:
    - A. The Breastfeeding Coordinator must oversee:
      1. The breastfeeding portion of the Nutrition Services Plan (NSP).
      2. Breastfeeding activities, including but not limited to:
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- i. Ensuring the site environment promotes and supports breastfeeding.
  - ii. 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.
  - iii. Ensuring all individual counseling and nutrition education sessions that address infant feeding promote breastfeeding as the normal way to feed an infant.
  - iv. 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 WPPM 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.
  8. Training of designated staff on:
    - a. Breast pump lending policy, which includes:
    - b. Loan, inventory, use and maintenance.
    - c. The proper use of and issuance of breastfeeding tools to participants with latch problems.

**AUTHORITY:**

[7 CFR §246.3\(e\)\(4\)](#)

[7 CFR §246.11\(c\)\(7\)\(ii\)](#)

**CROSS REFERENCE:**

WPPM 190-00 Staff Training

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