

Job Description For WV WIC Local Agency Breastfeeding Coordinators

Title: WV WIC LOCAL AGENCY BREASTFEEDING COORDINATOR

General Description:

The Breastfeeding Coordinator oversees the breastfeeding peer counseling program on a Local agency level and supervises the activities of the WVIC Breastfeeding Peer Counselors.

Qualifications:

- Has demonstrated experience in program management.
- Has demonstrated expertise in breastfeeding management and promotion.
- Has credentials of a WIC Competent Professional Authority (CPA):
 - Must hold a bachelor's or higher degree from an accredited college or university with an emphasis in any health or nutrition-related field;
 - Or is a State or local trained health professional.
- And an International Board-Certified Lactation Consultant (IBCLC), or has other certification in lactation management (e.g., CLE, CLC) or State-approved training in lactation management.
- Personal experience in breastfeeding.
- Teaching and coordination experience (preferred).
- Has a minimum of one year experience counseling breastfeeding women.

Training

- Completes State-approved training in breastfeeding management (see **Policy 11.02 WIC Training Modules**).
- Breastfeeding Coordinators who do not hold a degree with an emphasis in a health or nutrition-related field must complete WIC Learning Online Modules listed in **Policy 11.03 Competent Professional Authority** under Nutrition Associate.
- Participates in at least twelve (12) hours of continuing education annually (see **Policy 11.01 WIC Staff Training**).

Supervision:

- The Breastfeeding Coordinator is supervised by the Local Agency Director.

Duties:

The Breastfeeding Coordinator manages the WIC peer counseling program on a State or local agency level, including:

1. Develops, revises, and implements goals and objectives to address breastfeeding in the local WIC agency.
2. Assists State Agency Breastfeeding Coordinator in establishing peer counseling program best practices.
3. Determines peer counselor staffing needs.
4. Recruits and interviews potential peer counselors in alignment with program policies and standards.
5. Arranges for training of peer counselors.

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6. Mentors and monitors new peer counselors during the first six months, providing routine follow-up and guidance in the early days of the job.
7. Provides ongoing supervision.
8. Ensures there is ongoing continuing education on breastfeeding for all staff through regularly scheduled staff trainings and other educational opportunities.
9. Collects documentation records (includes breast pump loan agreements, local agency breastfeeding supplies, etc.) and data (including initiation rates, breastfeeding duration, etc.) as appropriate.
10. Monitors the program, including conducting spot checks of participant records, peer counselor interviewing/counseling, and pump loan program documentation.
11. Routinely reports on the program to supervisor and/or State Breastfeeding Coordinator, including development of and implementation of procedures or methods to assess and evaluate local breastfeeding initiatives.
12. Collaborates with the State WIC Breastfeeding Coordinator on local and statewide breastfeeding projects and initiatives, including planning, organizing, coordinating, and implementing.
13. Attends bi-annual meetings with other Breastfeeding Coordinators by phone, virtual platform, or face to face.