

## Division of Community Nutrition

<i>Subject:</i> <b>Local Agency Breastfeeding Coordinators</b>		<i>Policy:</i> <b>BF 01.1</b>
<i>Reference:</i> <b>§C.F.R. 246.3</b>	<i>Effective:</i> <b>August 12, 2013</b>	<i>Supersedes:</i> <b>December 1, 2010</b>

### **I. Policy:**

Local agency breastfeeding coordinators shall ensure breastfeeding activities are incorporated into all WIC program operations.

### **II. Procedure(s):**

- A. Each local agency shall have a local agency breastfeeding coordinator, who is separate from the local agency WIC Coordinator.
- B. Qualifications for each local agency breastfeeding coordinator include:
  - 1. A minimum of 1 year experience in lactation counseling
  - 2. A completed State approved training in lactation management
  - 3. Meet Certified Professional Authority (CPA) qualifications
- C. Each local agency breastfeeding coordinator shall:
  - 1. Obtain a minimum of eight (8) hours of continuing lactation education annually.
  - 2. Provide a minimum of one (1) quarterly training in lactation management to all local agency WIC personnel
  - 3. Coordinate breastfeeding peer counselor services in each local agency
    - a. Incorporate breastfeeding peer counselors into WIC program operations.
    - b. Act as the on-site supervisor for all breastfeeding peer counselors.
      - i. Ensure that each breastfeeding peer counselor has completed Virginia's online *Loving Support*<sup>®</sup> *Through Peer Counseling Training Program* and coordinating activities within ninety (90) days of hire as part of orientation to the WIC breastfeeding peer counselor program.
      - ii. Ensure that each breastfeeding peer counselor is working within constraints of the Memorandum of Agreement (MOA) and WIC Services Plan (WSP) with State WIC Office.