

Division of Community Nutrition

<i>Subject:</i> Local Agency Breastfeeding Coordinators		<i>Policy:</i> BF 01.1
<i>Reference:</i> §C.F.R. 246.3	<i>Effective:</i> March 14, 2022	<i>Supersedes:</i> August 12, 2013

I. Policy:

Each local agency shall appoint a Breastfeeding Coordinator to 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.
 - 1. In the event of staff vacancy, the WIC Coordinator may serve temporarily as the Breastfeeding Coordinator with prior written approval from the State WIC Office. Local agency plans/attempts to fill the role must be submitted to the SWO quarterly.
- B. Qualifications for each local agency Breastfeeding Coordinator include:
 - 1. A minimum of 1 year experience in lactation counseling
 - 2. Has successfully completed specialized training in lactation management and care (International Board Certified Lactation Consultant (IBCLC) is preferred, or at minimum completion of a (45 hour LEAARC approved training in lactation management within 6 months of hire.
 - 3. Meet Certified Professional Authority (CPA) qualifications
 - 4. Meet Designated Breastfeeding Expert (DBE) qualifications.
- C. Each local agency Breastfeeding Coordinator shall:
 - 1. Complete SWO approved trainings per policy Ned 04.0.
 - 2. Ensure that local agency staff are properly trained on breastfeeding education and support.
 - 3. Coordinate breastfeeding peer counselor services in each local agency
 - a. Incorporate breastfeeding peer counselors into WIC program operations.
 - b. Act as the direct supervisor for all breastfeeding peer counselors.
 - c. Ensure that each breastfeeding peer counselor has completed Virginia's online *Loving Support*[®] *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.

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- d. Ensure that each breastfeeding peer counselor is working within the *Scope of Practice for the WIC Peer Counselor found in the WIC P&P Manual Appendix 17*
4. Ensure that breast pump issuance, inventory, and maintenance are logged and monitored.