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

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.
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.