BASIC POSITION DESCRIPTIONS

Title: WIC Local Agency Director (LAD)

The WIC LAD is responsible for directing, supervising and controlling all aspects of the Program to assure compliance with Federal and State rules, procedures, performance standards and guidelines. In addition to providing some direct services, the WIC LAD is responsible for assuring that the funded caseload is achieved, and that staff recruitment, training and supervision, budget development, procurement and program promotion are conducted appropriately.

Responsibilities and Duties:

1. Develops annual goals and objectives for the Annual Plan of Program Operations and assures implementation in accordance with the requirements of DC Health, Community Health Administration, WIC State Agency
2. Adept in seeking and writing grant proposals
3. Develops the Local Agency WIC Program Annual Budget and budget revisions. Reviews and compiles expenditure data for monthly claims for reimbursement
4. Proficient in DC CARES
5. Ensures confidentiality of WIC data and protects WIC information systems against unauthorized access
6. Assures that applicants for the WIC Program meet financial, residential and medical/nutritional criteria established by the State Agency
7. Assures that eligible persons are provided WIC benefits in accordance with state and federal policies and procedures
8. Completes health and nutritional assessments of WIC applicants to determine medical/nutritional risk, including assessment of medical history, health data, hematological, dietary measures and breastfeeding goals; and assures that referrals are made for ancillary services as needed to address social and health needs of applicants
9. Supervises WIC nutritionists (CPAs) and support staff (CPPAs and Administrative Clerks) and Breastfeeding Peer Counselors (BPC), including work assignments, training and development, recruitment, selection, evaluation, promotion, counseling and grievance resolution
10. Plans and coordinates outreach and other program components and activities with intra-agency clinic staff, health care providers, and community-based organization to identify potential WIC participants; Assures that outreach activities are directed at the highest priority groups, such as pregnant and breastfeeding women, and infants less than 12 months of age, in order to meet performance standards
11. Develops or approves nutrition education and breastfeeding activities, lesson plans materials, visual aids, etc., and assures that required State Agency approvals are secured

12. Keeps abreast of current research findings in maternal and child health and nutrition in order to assure that appropriate intervention strategies are provided to participants
13. Monitors the effectiveness of nutrition education and other Program services offered to clients
14. Assures timely submission of required reports
15. Plans and conducts special initiatives directed at assuring that performance standards are reached or surpassed in the area of program utilization, priorities served, nutrition services and other key performance areas
16. Able to assess program data to determine the trends and nuances inherent in their caseload based on the locations of their clinic(s)
17. Develops and implements policies and procedures to assure that documentation of services and accountability of property are maintained as required by the State Agency and Federal rules/guidelines
18. Maintains liaison with the WIC State Agency and attends monthly meetings for LADs, quarterly nutrition education training, and other local and national WIC meetings
19. Trains and supports staff on carrying out new initiatives and technologies offered by the WIC State Agency

Educational Requirements:

- Master of Science (MS) in clinical nutrition, dietetics, or nutrition-related field; or Master of Public Health (MPH)
- Registered Dietitian (RD) with the Commission on Dietetic Registration
- Licensed Dietitian (LD) or Licensed Nutritionist (LN) with the District of Columbia Department of Consumer and Regulatory Affairs, Board of Dietetics and Nutrition

Experience Requirements:

- Master's (MS or MPH) level candidate must have at least three (3) years of experience in maternal and child health, one of which is supervisory experience
- Experience in planning and developing program goals, objectives and implementation plans and monitoring operations of health, community or nutrition programs
- Financial management and computer skills

I understand the above job responsibilities, and agree to perform these duties as assigned

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WIC Local Agency Director **Date**

Title: WIC Nutrition Coordinator

The Nutrition Coordinator is a Competent Professional Authority (CPA) that is responsible for oversight and coordination of nutrition services for the Local Agency. In addition to CPA responsibilities and duties, the Nutrition Coordinator performs the following:

Responsibilities and Duties:

1. Participates in the development of the local agency nutrition education and breastfeeding promotion and support plan
2. Coordinates direct nutrition services to participants
3. Oversees food and formula prescriptions and coordinates medical providers as appropriate
4. Provides nutrition in-service training to other local agency staff who provide nutrition services to participants
5. Coordinates nutrition services with other WIC Program operations, local agencies and community organizations
6. Supervises nutrition staff, including CPAs and other staff involved in the nutrition assessment or delivery of nutrition services
7. Develops a training schedule for staff who provide nutrition services
8. Provides technical assistance and consultation to other Local Agency staff and other health professionals in nutrition services areas
9. Develops and manages or assists the LAD in development and management of the nutrition services budget
10. Oversees the development and implementation of a Quality Assurance Plan and Quality Improvement Plan

Education Requirements:

- Licensed Registered Dietitian (RD, LD), and Licensed Nutritionist (LN) – B.S. in Nutrition, Nutrition Science, Public Health Nutrition, Dietetics or M.P.H. in Public Health Nutrition, or M.S. in Nutrition Science, Clinical Nutrition, Dietetics, or another nutrition-related field, AND has a minimum of 2 years of job-related experience; OR
- Holds a Master's or Doctoral degree in nutrition from an accredited college or university and has a minimum of 1 year of job-related experience
- Has successfully completed a training approved by the State Agency on the provision of WIC nutrition services

Experience Requirements:

- Previous experience in program management

I understand the above job responsibilities, and agree to perform these duties as assigned

_____ _____

WIC Nutrition Coordinator **Date**

Title: Competent Professional Authority (CPA)

The CPA is responsible for the certification and nutrition education of WIC participants**.**

Responsibilities and Duties

1. Assess nutritional and/or health risks, including an assessment of eating patterns, breastfeeding goals, economic and cultural background, food preferences, medical history, laboratory values, and other pertinent data. Determines and prioritizes the nutritional risks of clients based on established priority factors
2. Prescribes a food package to address the individual client's medical and nutritional needs, taking into consideration food preferences and cultural background, as well as the availability of refrigeration and cooking facilities
3. Executes full access to the CARES module
4. Ensures confidentiality of WIC data and protects WIC information systems against unauthorized access
5. Provides education and counseling in individual and group settings to women or caretakers concerning breastfeeding goals, nutritional needs of women and children, and preventive health, including substance abuse education and referrals
6. Develops high-risk nutritional care plans for designated individuals and provides individual follow-up counseling as required to assure that the health and nutritional needs of the clients are adequately addressed
7. Coordinates nutritional care with other members of the health care team to assure comprehensive medical and social services for clients, including referrals for related services, such as substance abuse intervention, Supplemental Nutrition Assistance Program (SNAP), Temporary Assistance for Needy Families (TANF) and Medicaid/DC Healthy Families benefits and child protection as required
8. Plans, schedules and conducts training programs for Local Agency WIC and intra-agency clinic staff to address the nutritional and health care needs of the participants. Supervises day-to-day clinical operations to assure that the WIC Program is carried out in compliance to State and Federal requirements
9. Assists in the development, implementation, and evaluation of nutrition education programs to meet the needs of the WIC community, taking into consideration cultural and ethnic needs, including selection of appropriate materials, formats, and scheduling of sessions
10. Keeps abreast of current research findings in maternal and child health and nutrition in order to assure that appropriate intervention strategies are provided to participants
11. Establishes and conducts activities as necessary to promote and support breastfeeding among the target population and evaluates the effectiveness of these services
12. Assures that nutrition education and counseling services are documented as appropriate and that anthropometrical and hematological data are appropriately recorded.

Educational Requirements:

- B.S. in clinical nutrition, nutrition science, dietetics or nutrition-related field
- Licensure in the District of Columbia (LD, LN) or licensed in another state with proof of application for licensure in the District of Columbia
- Registered Dietitian (RD) or RD – eligible with the Commission on Dietetic Registration
- The position may be filled by an RD-eligible candidate with the requirement that the candidate must achieve an RD and licensure in the District of Columbia within one year of hire
- This position may also be filled by a Licensed Physician (MD, DO) or Registered Nurse (RN)
- Master's degree preferred

Experience Requirements:

- One (1) year of experience and/or completed internship, preferably in the area of maternal and child health
- Has successfully completed a competency-based training program on performing the duties of a CPA

I understand the above job responsibilities, and agree to perform these duties as assigned

_____ _____

WIC CPA **Date**

WIC Competent Para-Professional Authority (CPPA)

Incumbent Is a paraprofessional support person who provides services to WIC clients such as health screening, healthcare and other referrals, basic nutrition education and counseling, and default food package prescription. This position does not have supervisory responsibilities. Employees receive general supervision from a designated high-level staff person.

Responsibilities and Duties:

1. Collects and records demographic, health data, as required to determine eligibility of clients
2. Ensures confidentiality of WIC data and protects WIC information systems against unauthorized access
3. Maintains partial access to the Service Site module within CARES
4. Educates applicants regarding their rights and responsibilities, including the food delivery system, WIC foods, and certification schedule
5. Obtains anthropometric and biochemical data from participants
6. Performs initial health assessments using a standard assessment tool, provides basic nutrition education, assigns standard food packages and provides appropriate referrals
7. Documents assessments and nutrition education in CARES in accordance with WIC policy and training
8. Assists with the reconciliation of monthly reports
9. Issues WIC Food Checks and I.D. Folders and records this information as required
10. Assures that proper documentation of computer check issuance is maintained and that supplies and materials are properly secured
11. Maintains WIC certification and related files, checks and I.D. inventories, and other materials to assure accountability
12. Greets and receives new applicants, answers telephone and gives appointments and information to applicants for WIC. Maximize compliance for eligibility, certification and check pick-up by conducting follow-up
13. Prepares and obtains issues various notices to clients regarding eligibility, certification and check pick-up
14. Assists with coordination of WIC services, including breastfeeding promotion and support, making referrals as warranted and helping with outreach activities
15. Assists in resolving routine problems presented by participants and in correcting and resolving certification and caseload management reports
16. Understands risk codes within a CPPA's scope of practice
17. Other duties as assigned

Educational Requirements:

- High school degree or GED required. LPNs, Dietetic Technicians with a Bachelor's degree preferred

Experience Requirements:

- At least one year of WIC experience required (college-level education in nutrition or related field may be substituted in lieu of experience)
- Completion of required training with a passing grade on an administered exam
- Computer skills
- Demonstrated oral and written communication skills
- Customer service and time management skills

I understand the above job responsibilities, and agree to perform these duties as assigned

_____ _____

WIC CPPA **Date**

Title: WIC Administrative Clerk (Clerk)

Incumbent provides a variety of support functions to assure efficient delivery of services to WIC clients.

Responsibilities and Duties:

1. Collects and records demographic, financial and health data, as required to determine eligibility of clients
2. Ensures confidentiality of WIC data and protects WIC information systems against unauthorized access
3. Maintains partial access to the Service Site module within CARES
4. Educates applicants regarding their rights and responsibilities, including the food delivery system, WIC foods, certification schedule, and assists with group education activities as needed
5. Assists with the reconciliation of monthly reports
6. Issues WIC Food Checks and I.D. Folders and records this information as required
7. Assures that proper documentation of computer check issuance is maintained and that supplies and materials are properly secured
8. Maintains WIC certification and related files, checks and I.D. inventories, and other materials to assure accountability
9. Greets and receives new applicants, answers telephone and gives appointments and information to applicants for WIC. Maximize compliance for eligibility, certification and check pick-up by conducting follow-up
10. Prepares and issues various notices to clients regarding eligibility, certification and check pick-up
11. Assists with coordination of WIC services, including breastfeeding promotion and support, making referrals as warranted and helping with outreach activities
12. Assists in resolving routine problems presented by participants and in correcting and resolving certification and caseload management reports
13. Other duties as assigned

Educational Requirements:

- High School Diploma or GED
- Computer skills
- Demonstrated oral and written communication skills
- Customer service and time management skills

Experience Requirements:

One year of experience in working with indigent individuals in a community service type setting or service organization is preferred.

I understand the above job responsibilities, and agree to perform these duties as assigned

_____ _____

WIC Administrative Clerk **Date**

Title: Lactation Consultant (LC)

A WIC Lactation Consultant holds the International Board Certified Lactation Consultant (IBCLC) credential issued by the International Board of Lactation Consultant Examiners, which enables the LC to handle more complex breastfeeding problems, provide in-service education on lactation for hospital and professional staff, and provide program oversight.

Qualifications:

1. Holds current certification with the IBCLC credential issued by the International Board of Lactation Consultant Examiners
2. Is enthusiastic about breastfeeding and wants to help other mothers enjoy a positive experience
3. Has demonstrated leadership and training skills
4. Can work full-time or part-time depending on the needs of the WIC agency
5. Has a telephone and is available to accept referrals outside the usual WIC clinic hours
6. Has access to a computer and is proficient in basic computer software and/or feels comfortable learning new software used by the agency
7. Has reliable transportation and a valid driver's license
8. Has good customer service skills, relating to persons of diverse ethnic and cultural backgrounds, and communicating in a professional, courteous, and tactful manner
9. Is able to remain calm and exercise judgment in unusual or stressful situations
10. Optional: bilingual in English and Spanish

Responsibilities and Duties:

1. Provides follow-up breastfeeding support to WIC participants:
   - Receives referrals from peer counselors, WIC staff, and local providers of mothers experiencing complex maternal and infant breastfeeding problems beyond their scope of practice
   - Assesses breastfeeding situations and provides counseling to high-risk mothers and infants
   - Counsels high-risk mothers needing breast pumps or other equipment for complex breastfeeding situations
   - Provides timely follow-up services by telephone, home visits, WIC clinic visits, and/or hospital visits
   - Is available outside the usual 8 to 5 working hours to new mothers experiencing breastfeeding problems
   - Follows the IBCLC Scope of Practice as issued by the International Board of Lactation Consultant Examiners
   - Communicates with health professionals regarding high risk cases, and refers mothers with medical concerns beyond the IBCLC Scope of Practice
   - Respects each client by keeping her information strictly confidential
   - Keeps accurate records of all contacts made with WIC clients

2. Provides training and education in lactation management:
   - Provides initial and ongoing breastfeeding training for peer counselors
   - Provides breastfeeding training for WIC staff, and in-service education for hospital staff and local health care professionals

- May teach breastfeeding classes and support groups for pregnant and breastfeeding mothers, or mentor peer counselors leading group meetings

3. Mentors and supervises peer counselors:
    - Mentors new peer counselors through shadowing opportunities and ongoing guidance
    - May monitor peer counselor contacts with new mothers
    - May serve as the peer counselor supervisor
4. Serves as a liaison between WIC and the community
    - Conducts outreach with community organizations to promote WIC breastfeeding and peer counseling services
    - Coordinates breastfeeding promotion activities in WIC and in the community
5. Provides other duties as appropriate:
    - Attends monthly staff meetings and WIC clinic staff meetings
    - Records and collects data required by the State or local agency

Educational Requirements:

Maintains IBCLC credential and breastfeeding knowledge and skills through continuing education and IBCLC recertification.

_____ _____

WIC IBCLC **Date**

Title: WIC Senior Breastfeeding Peer Counselor (BPC)

A WIC Senior BPC is a paraprofessional support person who provides both basic and more advanced breastfeeding information and encouragement to WIC pregnant and breastfeeding mothers, and assists new peer counselors in their job.

Qualifications:

1. Has breastfed at least one baby for at least 6 months (does not have to be currently breastfeeding)
2. Is a current or former WIC participant
3. Is enthusiastic about breastfeeding, and wants to help other mothers enjoy a positive experience
4. Has demonstrated expertise in breastfeeding counseling and management through previous experience as a BPC, or through additional lactation training and experience
5. Has worked as a breastfeeding peer counselor for at least three years
6. Has received the recommendation of both the Local Agency WIC Coordinator and the State Breastfeeding Coordinator
7. Has a telephone, and is willing to make calls from home and outside work hours
8. Has reliable transportation

Training:

- Participates in all training programs of peer counselors, including attending formal training sessions, observing other BPCs or LCs helping mothers, and reading assigned books or materials about breastfeeding
- Attends additional training conferences or workshops on breastfeeding, as appropriate
- Attends at least 90% of required meetings on time
- Reads additional books and materials about breastfeeding as assigned by supervisor or Breastfeeding Coordinator

Supervision:

The senior peer counselor is supervised by their site supervisor and the Local Agency Breastfeeding Coordinator.

Responsibilities and Duties:

1. Attends breastfeeding training classes in lactation management
2. Counsels WIC pregnant and breastfeeding mothers at the WIC Clinic or via telephone at scheduled intervals determined by the State Agency
3. Receives a caseload of WIC clients and makes routine periodic contacts with all clients assigned
4. Provides information and support for women in managing common maternal and infant breastfeeding problems that occur
5. Receives referrals from peer counselors and WIC clinic staff regarding more advanced level follow-up needed with new mothers
6. Respects each client by keeping her information strictly confidential
7. Keeps accurate records of all contacts made with WIC clients, and turns in monthly records to the State Agency
8. Refers mothers, according to clinic-established protocols, to the:
    - WIC CPA or breastfeeding coordinator
    - Lactation consultant
    - The mother's physician or nurse
    - Public health programs in the community
    - Social service agencies

9. Leads Beautiful Beginnings Club meetings
10. Mentors new peer counselors through ongoing guidance, accepting referrals of mothers who need follow-up care, and reporting program information to supervisors
11. Attends monthly staff meetings and breastfeeding conferences/workshops, as appropriate and reports back to Local Agency staff as requested
12. Reads assigned books and materials on breastfeeding provided by the supervisor
13. Participates in preparations for World Breastfeeding Month celebration and the Annual WIC Breastfeeding Picnic
14. Assists WIC staff in promoting breastfeeding peer counseling through special projects and duties as assigned
15. Performs additional tasks assigned by supervisor, as needed

I understand the above job responsibilities, and agree to perform these duties as assigned

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WIC Senior BPC **Date**

Title: WIC Breastfeeding Peer Counselor (BPC)

A WIC BPC is a paraprofessional support person who gives basic breastfeeding information and encouragement to WIC pregnant and breastfeeding mothers.

Qualifications:

1. Has breastfed at least one baby) for at least 6 months (does not have to be currently breastfeeding)
2. Is a current or former WIC participant
3. Is enthusiastic about breastfeeding, and wants to help other mothers enjoy a positive experience
4. Has at least a high school diploma or GED certification
5. Has reliable transportation
6. Is a paraprofessional as defined by the *Loving Support©* Model

Training:

- Certification of completion of an approved Breastfeeding Peer Counselor Program Training within the first month of employment
- Reads assigned books or materials about breastfeeding
- Observes other peer counselors or the lactation consultant helping mothers breastfeed

Supervision:

The BPC is supervised by the CPA at the assigned clinic, the Designated Breastfeeding Expert, or the Local Agency Breastfeeding Coordinator, depending on the policy of the Local Agency. The Local Agency Breastfeeding Coordinator, Lactation Consultant and State Breastfeeding Coordinator will periodically conduct visits to make suggestions and provide support to the BPC.

Professional Accountability:

- Follows local agency guidelines concerning attendance, scheduling, meetings, holidays, sick days, emergencies, etc
- Follows all clinic rules and performs work duties as part of a team
- Attends monthly breastfeeding peer counselor meetings, scheduled monthly
- Uses office equipment for work related purposes only
- Attends all BPC trainings to stay abreast of new research, techniques and guidelines
- Attend additional breastfeeding trainings at the discretion of the local agency supervisor
- Informs supervisor if unable to attend a scheduled meeting or training
- Respects each client by keeping her information strictly confidential

Specific Duties:

- Screens pregnant and breastfeeding women for eligibility
- Counsels pregnant and breastfeeding women in WIC clinics
- Counsels WIC pregnant and breastfeeding mothers by telephone at scheduled intervals determined by the State agency
- Receives a caseload of WIC participants and makes routine periodic contacts with all participants assigned
- Contacts clients at specified time periods:

<u>Key Time Periods for Contact</u>

- ♦ Early Pregnancy
- ♦ Late Pregnancy
- ♦ A week before due date, or when informed about baby's birth

- 1st and 2nd weeks postpartum
- Between 1-3 months post partum
- Between 3-6 months post partum
- Between 6-12 months' post-partum
- Within a week after distributing a pump
- Within 24 hours after client contacts peer counselor with an immediate breastfeeding concern, i.e. latch or positioning problem, pain, etc. to make sure that issue has been resolved (refer to Lactation consultant or Nutritionist if not resolved within 3 days)

- Follows up with each mother who receives a pump within one week
    - Brings pump issuance logs to monthly BPC meetings
    - Documents breast pump follow up contacts in DC CARES (breastfeeding notes)
- Gives basic breastfeeding information and support to new mothers, including telling them about the benefits of breastfeeding, overcoming common barriers, and getting a good start with breastfeeding
- Helps mothers prevent and handle common breastfeeding concerns
- Keeps accurate records of all contacts made with WIC participants - Completes monthly contact logs turned in to the State Agency by the 10th of the following month via email to info.wic@dc.gov (See Appendix **2.020D**)
- Uses time between clients to make telephone contacts, respond to text messages, read breastfeeding books, close cases, or work on other tasks as assigned by supervisor
- Maintains accurate records of breast pump inventory in CARES (See **Policy 2.019** Breast Pumps)
- Refers clients to the appropriate resource when their problems or concerns are outside of the scope of practice of a BPC (see Triage Tool, **Appendix 2.020B**); Mothers may be referred, according to established protocols, to the:

    a) CPA, local agency breastfeeding coordinator, or designated breastfeeding expert (DBE)
    b) Lactation Consultant
    c) State Agency Breastfeeding Coordinator
    d) The mother's physician or nurse
    e) Public health programs in the community
    f) Social service agencies

- Contacts the Local Agency Breastfeeding Coordinator, Lactation Consultant or DBE for clarification when clients ask questions that she cannot answer; communicates with clients in a timely fashion
- Documents contacts in CARES breastfeeding notes and on forms provided by the DC WIC State Agency
- Conducts monthly Beautiful Beginnings Club meetings (the WIC breastfeeding support group)
- Participates in preparations for World Breastfeeding Week and National Breastfeeding Month celebrations
- Assists WIC staff in promoting breastfeeding through special projects and duties as assigned
- Performs additional tasks assigned by supervisor, as needed

I understand the above job responsibilities, and agree to perform these duties as assigned

Signatures:

_____ _____

Breastfeeding Peer Counselor Date

_____ _____

State Breastfeeding Coordinator Date

_____ _____

DC WIC Program Director Date

Title: Local Agency Breastfeeding Coordinator (LABFC)

A required staff person who has knowledge and experience to support breastfeeding. The position oversees the planning, implementation, and evaluation of grantee breastfeeding activities; ensures that grantee staff is properly trained on breastfeeding education and support; and provides ongoing supervision and support of grantee breastfeeding staff.

The Local Agency Breastfeeding Coordinator (LABFC) shall:

1. Act as the Point of Contact between the Local Agency and the State Agency regarding breastfeeding promotion efforts
2. Coordinate breastfeeding promotion and support activities with their agency clinics and departments, to include community breastfeeding resources
3. Complete the required breastfeeding trainings provided by the State Agency
4. Attend meetings and trainings as required by State Agency
5. Monitor Local Agency breastfeeding rates
6. Ensures that local agency staff is properly trained on breastfeeding education and support
7. Provides ongoing supervision and feedback for peer counselors
8. Monitors BFPC staff through quarterly spot checks of a minimum 2% of the pregnant and breastfeeding local agency caseload
9. Keeps current with up-to-date breastfeeding information and disseminates this as to other local agency staff
10. Ensures that breast pump issuance, inventory, and maintenance are logged and monitored
11. Reports on peer counseling program activities to supervisor and the State Agency

Qualifications:

- Has demonstrated experience in program management
- Has demonstrated expertise in breastfeeding management and promotion
- Has credentials of an International Board Certified Lactation Consultant (IBCLC) or has other lactation management training (e.g., CLS, CLC, CLE) or State-approved training in lactation management
- Has the qualifications of a Certified Professional Authority (CPA)
- Has a minimum of one (1) year experience counseling breastfeeding women

Training:

- Receives State-approved training in breastfeeding management
- Participates in continuing education about breastfeeding annually
- Successful completion of the Food and Nutrition Services (FNS) competency-based training for WIC Breastfeeding Curriculum (levels 1-4) OR completion of a State-approved competency-based breastfeeding training that is consistent with the FNS Breastfeeding Curriculum 1-4
- Receives "*Loving Support*© Through Peer Counseling: A Journey Together – For WIC Managers" training

The LABFC shall be responsible to assure the completion of the following activities:

1. Submission of the breast pump inventory and distribution log to the State Agency Breastfeeding Coordinator's office at least quarterly (January, April, July, and October)
2. Scheduling and promotion of breastfeeding education classes (Beautiful Beginnings Club meetings)
    a. See Policy 2.020 – Breastfeeding Peer Counselors
3. Submission of the class-meeting schedule to the State Agency Breastfeeding Coordinator's office for timely notification to participants
4. Submission of quarterly spot checks of a minimum 2% of the pregnant and breastfeeding local agency caseload
5. New and current staff orientation and training in task-appropriate breastfeeding promotion and support, which will include a review of local and state agency policies as they relate to breastfeeding promotion and support
6. Coordination of breastfeeding bulletin board displays and World Breastfeeding Month activities
7. Performs additional tasks assigned by supervisor, as needed

I understand the above job responsibilities, and agree to perform these duties as assigned

_____ _____

Local Agency Breastfeeding Coordinator **Date**

Title: Designated Breastfeeding Expert (DBE)

The WIC Designated Breastfeeding Expert (DBE) has advanced lactation knowledge and experience in human lactation and assists WIC mothers and infants with complex breastfeeding problems that are outside the scope of practice of WIC peer counselors and other WIC staff. The DBE operates within the policies and procedures of the WIC program and within the context of WIC's role for breastfeeding support. Each WIC agency operating a peer counseling program is required to have access to a breastfeeding expert to assist WIC participants with complex breastfeeding challenges in a timely manner.

Responsibilities and Duties:

1. Assist WIC mother/infant dyads with complex breastfeeding challenges
2. Provide follow-up breastfeeding support to participants
3. Assess, develop care plans and counsels the mother/infant dyad with complex breastfeeding challenges
4. Communicates care plan to the rest of the WIC breastfeeding team, as appropriate
5. Acts on referrals from peer counselors and other WIC staff regarding complex breastfeeding challenges beyond their scope of practice
6. Refers mom to her or her baby's health care provider for further assessment and medical care
7. May serve as a breastfeeding resource and mentor for WIC agency staff
8. Provides breastfeeding training for WIC staff
9. May promote breastfeeding within the community
10. Maintain lactation credentials and certifications, if applicable and acquires ongoing continuing education, including opportunities to shadow an IBCLC, as appropriate, to stay abreast of current lactation management evidenced and enhanced skills

Qualifications:

- Successful completion of the Food and Nutrition Services (FNS) competency-based training for WIC Breastfeeding Curriculum (levels 1-4) OR completion of a State-approved competency-based breastfeeding training that is consistent with the FNS Breastfeeding Curriculum 1-4
- Minimum of one year of experience in counseling breastfeeding mother/infant dyads
- Must either meet one of the various professional credentials [i.e. is a physician or nutritionist (Master's or Bachelor's degree in Nutritional Sciences, Community Nutrition, Clinical Nutrition, Dietetics, Public Health Nutrition or Home Economics with emphasis in Nutrition), IBCLC, dietitian, registered nurse, physician's assistant] or has completed a minimum of 8 college courses in the Health Sciences

Training:

- Participates in continuing education about breastfeeding annually
- Successful completion of the Food and Nutrition Services (FNS) competency-based training for WIC Breastfeeding Curriculum (levels 1-4) OR completion of a State-approved competency-based breastfeeding training that is consistent with the FNS Breastfeeding Curriculum 1-4

The DBE shall be responsible to assure the completion of the following activities:

1. Maintain lactation professional standards in all aspects of the DBE Role:
    a. Rely on evidenced-based approaches for advanced level breastfeeding support
    b. Respect the privacy, dignity and confidentiality of all WIC participants
    c. Work collaboratively with WIC staff to implement a care plan for mothers experiencing complex breastfeeding challenges
    d. Work within the policies and procedures of the WIC program and within the context of WIC's role for breastfeeding support
    e. Acquire ongoing continuing education to stay current with lactation knowledge and skills, including opportunities to shadow an IBCLC
    f. Maintain lactation credentials and certifications, if applicable
2. Assist WIC mothers and infants with complex breastfeeding problems:
    a. Respond to yielding and other referrals for complex breastfeeding problems of WIC mothers from pregnancy through weaning
    b. Develop and follow up on an individualized care plan for WIC mothers experiencing complex breastfeeding problems in concert with other WIC staff. The DBE:
        i. Conducts a breastfeeding assessment (including, understanding moms breastfeeding goals, collecting a detailed breastfeeding history, breast assessment, infant assessment and feeding assessment) to identify potential breastfeeding challenge(s)
        ii. Uses active listening counseling skills to conduct the assessment and build rapport
        iii. Develops care plan to include tips/solutions to resolve complex breastfeeding problems within the DBE scope
        iv. Collects and documents all relevant information
        v. Communicates the plan with WIC team for implementation
        vi. Makes appropriate referrals for further assessment and follow-up, as needed
    c. Help mothers meet their breastfeeding goals when facing complex maternal and infant breastfeeding challenges
    d. Work with WIC CPAs to recommend or tailor appropriate WIC food packages to minimize the use of infant formula
    e. Assess and issue breastfeeding aids as appropriate to address the complex problem and provide instruction on use, according to State policies and procedures
    f. Refer mom to her health care provider when mom and baby need further assessment and medical care
    g. Maintains a list of knowledgeable health care professionals in the area should the mother or baby need to seek these services

3. May serve as a WIC and community breastfeeding resource:
    a. May serve as a breastfeeding resource for the WIC agency including mentoring peer counselors or providing training to other staff and community partners
    b. Promote consistent messaging about breastfeeding using evidence-based resources
    c. Assist in planning and promotion of National Breastfeeding month activities
4. Performs additional tasks assigned by supervisor, as needed
5. It is beyond the DBE scope of practice to:
    a. Diagnose maternal or infant medical breastfeeding conditions (e.g. maternal infection, thrush, hormonal conditions, infant tongue restriction or medical problems)
    b. Recommend medications, herbal treatments, or medical treatment plans
    c. Act beyond the Level 4 WIC breastfeeding Curriculum for the DBE, unless doing so is within their professional credentialing scope of practice and is permitted by State Agency policy

I understand the above job responsibilities, and agree to perform these duties as assigned

_____ _____

Designated Breastfeeding Expert **Date**