Texas WIC
Health and Human Services Commission

Effective November 1, 2017 Policy No. BF:02.0(T)

Local Agency Breastfeeding Coordinator

Purpose

To ensure that a qualified, designated staff administers (plans, implements and evaluates) breastfeeding (BF) education and support activities. To assure that breastfeeding education and support is planned, scheduled and provided to address the needs of breastfeeding participants.

Authority

7 CFR Part 246.11

Policy

Each local agency (LA) shall appoint a BF Coordinator who ensures that breastfeeding lessons, materials, and other information presented to WIC participants contain accurate, current, culturally appropriate, and evidenced-based information.

Definition

Department of State Health Services (DSHS) Trained BF Educator - a person who has successfully completed both *Principles of Lactation Management* and *Lactation Counseling and Problem Solving* courses in the last five years.

Procedures

I. Each LA shall appoint a BF Coordinator to oversee breastfeeding promotion and support activities.

II. The LA BF coordinator shall be qualified and trained to promote and support breastfeeding. The LA BF Coordinator shall:

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A. Be an International Board Certified Lactation Consultant (IBCLC) or a DSHS Trained BF Educator or shall successfully complete the certification or training within one year of employment.

B. Be trained according to Policy BF:4.0. Documentation of the BF coordinator's initial and on-going training shall be maintained at the LA for review.

C. Complete the State Peer Counselor Management course within one year of employment.

D. Attend the annual WIC Program's Nutrition and Breastfeeding conference every fiscal year. Other conferences or trainings may be attended in lieu of this conference with the approval of the SA BF coordinator.

III. LAs shall have a designated BF coordinator at all times. If the designated BF coordinator will be out for extended leave (i.e. maternity leave, workman's comp), an interim BF coordinator shall be appointed.

A. If this person is in the interim position for 3 months or less, they do not need to satisfy the certification or training requirements in this policy.

B. If this person is in the interim position for more than 3 months, certification or training requirements shall be met within a year of assuming the position of BF coordinator.

IV. The BF Coordinator shall oversee/coordinate all aspects of breastfeeding training, education and documentation at the Local Agency. They may work in conjunction with the Training Coordinator, Nutrition Education coordinator and clinic supervisory staff. The BF Coordinator is responsible for overseeing:

A. The BF portion of the annual NE/BF Plan (see Policy NE:02.0.);

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B. BF activities including but not limited to:
   1. Ensuring the clinic environment promotes and supports BF according to Policy BF:01.0;
   2. Providing the opportunity for all pregnant and BF WIC participants to receive individual counseling and nutrition education classes that promote and support BF;
   3. Ensuring all individual counseling and nutrition education classes that address infant feeding promote BF as the preferred way to feed an infant;
   4. Ensuring BF promotion/support activities are evaluated and necessary changes are implemented to ensure that BF rates increase at the LA;

C. Managing the LA BF Peer Counselor (PC) Program and mentoring the PCs if there is not a LA PC coordinator;

D. Networking with and outreach to other health professionals, community organizations and stakeholders to inform them of WIC breastfeeding resources and promote and support BF in the community.

E. Keeping the Staff Referral Protocol and Client Referral Handout up to date (See Policy BF:01.0, Procedure III, B, 2.)

F. Monitoring local agency breastfeeding rates in the Texas MIS system.

G. Evaluating BF Education and Support. Quality management activities related to BF shall be conducted annually (at minimum) by the LA and:
   1. Shall include evaluating breastfeeding educational activities for accuracy and positive presentation of breastfeeding
   2. Shall include observation of group and individual breastfeeding education and support sessions to ensure accurate and appropriate delivery of information in a client-centered way.

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3. Results should be used to determine and plan staff training.
4. Participant feedback related to BF, to include but not limited to the WIC Infant Feeding Practices Survey, should be used to plan future breastfeeding education and support activities.

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