

Maine Center for Disease Control and Prevention

WIC Nutrition Program

Effective: October 1, 2011

Policy No. BF-3

Revised: October 1, 2022

Breastfeeding Coordinator Responsibilities

Authority

7 CFR § 246.11(c)(7)(ii-iv)

22 MRSA §255 and §1951

10-144 CMR Chapter 286, §II.J.8

Policy

1. A Breastfeeding Coordinator shall be assigned at each Local Agency to ensure breastfeeding/chestfeeding promotion and support activities.
2. Qualifications for Local Agency Breastfeeding Coordinators shall include having a degree in Nutrition, Public Health, Health Care Education, Nursing, or a related field; and for Local Agencies with a caseload > 3,000 possession of IBCLC credential required, for Local Agencies with a caseload < 3,000 CLC credential required, although IBCLC is preferred.

Procedures

1. Responsibilities of the Breastfeeding Coordinator shall include but are not limited to:
 - 1.1 Approve or oversee the approval of electric breast pump rentals by the Local Agency.
 - 1.2 Local Agency Breastfeeding Coordinator or designees shall maintain up-to-date records (e.g. spreadsheet) of breast pump rentals from outside vendors and maintain records on breast pump rentals and returns, updating the State Agency monthly via fax.
 - 1.3 Local Agency Breastfeeding Coordinators or designee shall maintain up-to-date records (e.g. spreadsheet) of breast pump loans from their local WIC office and maintain records on breast pump loans and returns.
 - 1.4 Demonstrate knowledge of the items available for breastfeeding moms such as types of pumps, different sized flanges and Supplemental Nursing Systems (SNS).
 - 1.5 Provide in-service training to Local Agency staff, at least annually, to update breast/chestfeeding knowledge and skills and assess progress on breast/chestfeeding goals.

- 1.6 Participate in the local breastfeeding coalition (if one exists in the agency's public health district) and/or the Maine State Breastfeeding Coalition or appoint a Local Agency representative.
- 1.7 Participate in the Breastfeeding Coordinator meetings or designate an alternate.
- 1.8 Maintain updated resources for solving lactation problems.
- 1.9 Coordinate the dissemination of breastfeeding information, support messages, and educational materials to prenatal and breast/chestfeeding participants enrolled at the Local Agency.
- 1.10 Ensure that issuance of supplemental formula occurs only after completing a thorough nutrition assessment which identifies need, and provision of counseling to the participant including the adverse consequences of formula supplementation on human milk production.
- 1.11 Assure that all lactating participants receive follow-up, as appropriate.

Submit a Breastfeeding Outreach Plan to the State Agency by November 30th. Accuracy and timeliness of submission will be evaluated during Management Evaluation Review.

- 1.12 Including integration of breastfeeding promotion and support efforts with those of the participant's other health care providers and community efforts
- 1.13 Submit planned activities for World Breastfeeding Week to the State Breastfeeding Coordinator and Promote World Breastfeeding Week throughout the clinic. World Breastfeeding Week historically has occurred the first week of August.
- 1.14 Breastfeeding Peer Counselor activities.