

## Section 4.4: Breastfeeding Coordinator

11/2025

**References:** 7 CFR 246.11

**Policy:** Each local WIC agency shall designate a Breastfeeding Coordinator. The Breastfeeding Coordinator is responsible for planning and coordinating local breastfeeding promotion and support activities, including developing the breastfeeding related components of the nutrition education plan.

**Purpose:** To assure all breastfeeding-related activities are completed.

### Qualifications

- The Breastfeeding Coordinator should be an individual who meets the qualifications of CPA with a Bachelor's or Master's degree, or is a Registered Nurse. Other CPAs or non-CPAs with specialized advanced training and experience (such as an International Board Certified Lactation Consultant, IBCLC) are also qualified to function in the role of the Breastfeeding Coordinator. They may be designated Breastfeeding Coordinator after consultation with the State WIC Consultant and/or State Breastfeeding Coordinator.
- The Breastfeeding Coordinator should be an individual who possesses the following specialized skills and knowledge:
  - Knowledge of general breastfeeding techniques and resolution of common breastfeeding concerns. Generally, the Breastfeeding Coordinator or another staff member who does breastfeeding counseling should receive additional training to help with more challenging breastfeeding problems or questions in the WIC clinic. Knowledge should be based on professional training and current breastfeeding research.
  - Knowledge of effective counseling and educational concepts and methods.
  - Ability to prepare and/or evaluate breastfeeding education materials and to prepare and deliver (or plan for the delivery of) breastfeeding in-service training for local agency staff.

### Roles of the Breastfeeding Coordinator include

- Coordinate breastfeeding promotion and support activities for the local agency.
- Develop and review/evaluate breastfeeding materials.
- Coordinate the development and dissemination of local WIC agency breastfeeding policies.

## SECTION 4.4: BREASTFEEDING COORDINATOR

- Train new staff regarding their role in breastfeeding promotion and support or delegate the task to another appropriate staff member.
  - Utilize Exhibit 4F: Topics for WIC Staff Breastfeeding Orientation which outlines the topics that new staff should understand.
- Provide ongoing oversight and support of local agency breastfeeding staff to assure all staff have adequate breastfeeding training for their role.
- Keep current with up-to-date breastfeeding information and disseminate this information to local agency staff, including but not limited to, new resources and information provided by the State WIC office.
- Identify, coordinate, and collaborate with other community breastfeeding programs.
- Participate in the development of the local agency's Nutrition Education Plan.
- Monitor local agency breastfeeding rates to identify trends and plan breastfeeding promotion and support activities to meet identified agency needs.
- Read breastfeeding related communications from the state agency (e.g., WIC Weekly Update, and communications from the State Breastfeeding Coordinator), share information with staff, and ensure successful implementation of program changes.
- Communicate with and seek advice from the WIC Coordinator and/or supervisor about breastfeeding issues in WIC.
- Consult with and seek advice from state staff as needed.
- Attend state meetings/trainings and share information with staff.
- Ensure that breastpump issuance, inventory, and maintenance are logged and monitored.

## References

WIC Nutrition Services Standards (<https://wicworks.fns.usda.gov/resources/wic-nutrition-services-standards>) FNS/NWA WIC Nutrition Services Standards Revision Workgroup, U.S. Department of Agriculture, Food and Nutrition Service, August 2013.

### Breastfeeding Policy and Guidance

([https://wicworks.fns.usda.gov/sites/default/files/media/document/WIC-Breastfeeding-Policy-and-Guidance\\_1.pdf](https://wicworks.fns.usda.gov/sites/default/files/media/document/WIC-Breastfeeding-Policy-and-Guidance_1.pdf)) United States Department of Agriculture, Food and Nutrition Service, July 2016.

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