

# Sample Job Description for the WIC Designated Breastfeeding Expert

MAY 2023

## General Description

The WIC Designated Breastfeeding Expert (DBE) is an individual with special training or experience helping mothers with complex breastfeeding problems that are outside the scope of practice of 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 needs to have access to a breastfeeding expert to assist WIC participants with complex breastfeeding challenges in a timely manner.

## Qualifications

- Successful completion of the WIC Breastfeeding Curriculum (levels 1-4) OR completion of a State-approved competency-based breastfeeding training that is consistent with the FNS Breastfeeding Curriculum levels 1-4.
- Minimum of one year of experience in counseling breastfeeding mother/infant dyads.
- Meets the education requirements:
  - Is an International Board-Certified Lactation Consultant (IBCLC), or
  - Professional with a nutrition degree (Master's or Bachelor's degree in Nutritional Sciences, Community Nutrition, Clinical Nutrition, Dietetics, Public Health Nutrition or Home Economics with emphasis in Nutrition), or
  - Licensed or Registered Dietitian, or
  - Registered Nurse, or
  - Physician's Assistant certified by the National Committee on Certification of Physician's Assistants, or
  - Has completed a minimum of 8 college courses from an Accredited Institution in the Health Sciences (suggested coursework includes, but is not limited to the following areas: Human Anatomy, Human Physiology, Biology, Infant Growth and Development, Nutrition, Counseling Skills, Sociology, Introduction to Clinical Research, etc.).

## Experience and Skills

- Experience working with lower-income breastfeeding mothers and infants who experience complex breastfeeding challenges

- Critical thinking and problem solving skills
- Breastfeeding Assessment and Care Plan Development
- Experience providing breastfeeding training/education
- Compassion and desire to help mothers resolve breastfeeding challenges
- Active listening, rapport building and communication
- Collaboration with other WIC staff and community
- Literacy and Language skills appropriate to address the needs of a diverse population
- Proficiency in computer communication skills and applications

## Duties

The WIC Designated Breastfeeding Expert duties include, but are not limited to:

1. Assists WIC mother/infant dyads with complex breastfeeding challenges.
2. Provides follow-up breastfeeding support to participants.
3. Assesses, contributes towards the development of a care plan 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 the parent to their or the 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. May provide breastfeeding training for WIC staff.
9. May promote breastfeeding within the community.
10. Maintains 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 profession information and enhance skills.

## Supervision

The WIC DBE is supervised by the \_\_\_\_\_ (title of supervisor).

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