

WIC Breastfeeding Coordinator - Competencies

COMPETENCY AREA	COMPETENCY DESCRIPTION	COMPETENCY PERFORMANCE	NOTES/RESOURCES
A. PARTICIPANT SERVICES	Promote and support breastfeeding in a manner that is consistent with WIC regulations, policies, and initiatives.	Inform mothers and their families on how WIC promotes and supports breastfeeding.	Policy : 3.40 Breastfeeding Promotion and Support Plan
B. PRINCIPLES OF BREASTFEEDING	Understand basic breastfeeding principles for pregnancy, lactation, infancy, and early childhood.	<p>Provide accurate and relevant information to mothers and their families about breastfeeding and emphasize that most mothers can breastfeed.</p> <p>Explain the effects of formula supplementation on a mother's milk production.</p>	Policy : 3.40 Breastfeeding Promotion and Support Plan
C. BREASTFEEDING ASSESSMENT	Understand the WIC Breastfeeding assessment process including documentation.	<p>Recognize how personal and cultural beliefs, attitudes, and concerns influence mothers' breastfeeding decisions.</p> <p>Assess a pregnant woman's intention to breastfeed and identify factors that affect breastfeeding success.</p> <p>Assess the breastfeeding mother and infant.</p> <p>Document in a manner that is consistent with WIC policies and guidance.</p>	Policy : 3.40 Breastfeeding Promotion and Support Plan
D. BREASTFEEDING SUPPORT	Promote breastfeeding during pregnancy and help mothers initiate and continue breastfeeding.	<p>Provide appropriate anticipatory guidance on breastfeeding during the mother's pregnancy.</p> <p>Promote exclusive breastfeeding without formula supplementation.</p> <p>Provide breastfeeding education and support in the early postpartum period.</p> <p>Provide strategies, affirmation, and encouragement to breastfeeding mothers on how to continue the breastfeeding</p>	Policy : 3.40 Breastfeeding Promotion and Support Plan

		relationship.	
E. COMMUNICATION	Communicate with WIC families about breastfeeding.	Develop rapport and foster open dialogue to successfully communicate with mothers and their families about breastfeeding.	
F. BREASTFEEDING PROGRAM COORDINATION	Ensure that the WIC project promotes and supports breastfeeding as the norm within WIC, the agency, and the community.	<p>Orient and train all staff on breastfeeding competencies, promotion and support.</p> <p>Ensure that breastfeeding education and support is offered to all pregnant and breastfeeding women.</p> <p>Evaluate breastfeeding services.</p> <p>Monitor to ensure that practices and procedures are consistent with WIC regulations, policies, and initiatives.</p> <p>Build and maintain effective community breastfeeding partnerships.</p>	Initiatives include breastfeeding peer counseling program, breast pump program, Grow and Glow, WIC food package, Business Case for Breastfeeding, etc.