

## Breastfeeding Roles: Guidance for Local WIC Providers

Roles	WIC Clerk/ HPA	WIC Certifier	CPA/ Nutr.	CPA/ Nutr. (Attended Add'l BF Training)	CPA/Nutr. (IBCLC)	BFPC	Senior BFPC	BFPC (IBCLC)
<b>General Breastfeeding Promotion and Support</b>								
Provides literature on the benefits of BF and WIC services.	X	X	X	X	X	X	X	X
Aids in or conducts BF promotion projects in the clinic.	X	X	X	X	X	X	X	X
Creates and sustains a clinic environment supportive of BF.	X	X	X	X	X	X	X	X
Offers praise for BF, refers moms to other WIC staff for BF info and support.	X	X	X	X	X	X	X	X
Refers moms to other community BF resources.	X	X	X	X	X	X	X	X
Educates on the benefits of BF.		X <small>Initial Nutr. Contact Only</small>	X	X	X	X	X	X
<b>Breast Pumps</b>								
Refers moms to appropriate staff for breast pump.	X	X	X*			X		
Assesses need for and type of breast pump. Instructs on use, milk collection and storage.			X*	X	X	X	X	X
<b>Education and Support groups</b>								
Conducts BF education classes with approved lesson plan. (Can code as a nutrition education contact.)			X	X	X	X	X	X
Conducts BF support groups. No lesson plan. (Cannot code as a nutrition education contact.)			X	X	X	X	X	X
<b>Breastfeeding Peer Counseling</b>								
Mentors BFPC s.			X	X	X		X	X
Serves as agency's BFPC Coordinator.			X	X	X			
<b>Counseling and Assessment</b>								
Provides general BF information - individual counseling & phone calls.			X	X	X	X	X	X
Assesses and provides counseling on common breastfeeding problems. **			X*	X	X	X	X	X
Can code individual counseling as a nutrition education contact.			X	X	X			
Can be agency's BF Coordinator and approves BF lesson plans.			X	X	X			
Assesses and provides counseling on more complex problems that they have been trained to deal with.				X	X			X
Provides nipple shields, SNS, conducts test weights and oversees management of advanced lactation issues. ***					X			X***

- \* CPA/Nutritionist (who has not received additional BF training) shall not provide education on breast pumps or dealing with common problems until they have attended the training, "Using Loving Support to Grow and Glow in WIC".
- \*\* Common problems include: Sore Nipples, Engorgement, Plugged Ducts, Low Milk Supply, Nursing Strike and Weaning. If problem is not resolved within 24 hour must refer to agency breastfeeding expert, hospital IBCLC and/or healthcare provider.
- \*\*\* Complex problems that are not resolved and advanced lactation issues, such as women with inverted nipples, insufficient milk production, women who want to relactate, induce lactation, or infants with poor weight gain, FTT, disorganized suck, VLBW, oral anomalies that make breastfeeding difficult, and etc. should be referred to the agency or hospital IBCLC and/or healthcare provider. For Peer Counselor/IBCLC to provide this level of support they must work under a supervisory (CPA/Nutritionist) IBCLC.