



Regional Breastfeeding Coordinator



Kentucky Public Health

Prevent. Promote. Protect.

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DUTIES OF WIC REGIONAL BREASTFEEDING COORDIANTOR

The person designated in this position **must be** approved by the State WIC Agency. A Regional Breastfeeding Coordinator is a Registered Dietitian (RD) or Nurse (RN or LPN) with certification as a Certified Lactation Counselor (CLC), Certified Lactation Specialist (CLS), or an International Board Certified Lactation Consultant (IBCLC). The Regional Breastfeeding Coordinator will provide breastfeeding education, promotion and support in their local agency as well as other designated agencies and public and private community partners in their region. The region will be designated by the State WIC Office.

RESPONSIBILITIES:

1. Develop programs, activities, and outreach that promote breastfeeding in the specified region. Work with the Breastfeeding Coordinators at the local agencies, in the specified region, in the development of a Breastfeeding Promotion Plan.
2. Provide support, promotion, and education to public and private community partners such as other local agencies, hospitals, physicians and community groups in the specified region.
3. Develop and support breastfeeding coalitions and mother to mother support groups in the specified region.
4. Serve as a committee chair and lead committee towards meeting the strategies in "The Strategic Plan for Improving Breastfeeding Rates in Kentucky."
5. Attend Regional Breastfeeding Coordinator meetings, as designated by the State Office.
6. In conjunction with the Local Agency Administrator, or authorized representative, ensure the agency's allotment of funds for 833 is appropriately expended in fiscal year.
7. Maintain communication with State Breastfeeding Promotion Coordinator to assure continuous quality improvement in breastfeeding promotion and support in the specified region.
8. Develop and evaluate an annual plan based upon the assessment of need of the public and private partners in the specified region and "The Strategic Plan for Increasing Breastfeeding Rates in Kentucky."
9. Assist Breastfeeding Promotion Coordinators in specified region with breastfeeding training and promotion.

All media events (i.e. print for newspapers or magazines, billboards, advertisements, television commercials or interviews) must receive prior approval from the State WIC Office. All materials must be approved by the State WIC Office prior to the event or material is published.

All conference or poster presentations must receive State WIC Office approval prior to the event. All PowerPoint presentations and posters must be approved by the State WIC Office prior to the event.

833 Cost Center-Breastfeeding (WIC)

Only expenditures for designated Regional Breastfeeding Coordinators approved by the State WIC office, in specified agencies can be charged to this cost center. The expenditures will be for breastfeeding promotion activities to increase breastfeeding initiation and duration rates. This includes working with other local health departments and public and private community partners. Expenditures for direct one-on-one services cannot be coded to this cost center. All expenses over \$300 (three hundred) dollars must be approved by the State WIC Office.

ALLOWABLE COSTS FOR REGIONAL BREASTFEEDING COORDINATOR (833) FUNDS

Only expenditures for designated Regional Breastfeeding Coordinators approved by the State WIC office, in specified agencies can be charged to this cost center. The expenditures will be for breastfeeding promotion activities to increase breastfeeding initiation and duration rates. This includes working with other local health departments and public and private community partners. Expenditures for direct one-on-one services cannot be coded to this cost center. All expenses over \$500 (five hundred) dollars must be approved by the State WIC Office.

The table below helps to identify allowable Regional Breastfeeding Coordinator costs.

Item or Service	Allowable Costs	Comments
Durable Goods		
Computer and Laptops	No	Coded to indirect costs. These items are used for multiple cost centers.
Office equipment	No	Coded to indirect costs. These items are used for multiple cost centers.
Incentives and Educational Materials to Promote Breastfeeding		
Breastfeeding educational materials such as pamphlets and DVDs	Yes**	804 funds or 833 funds with State Approval
Breast pumps and breastfeeding aids for mothers and demonstration purposes	Yes	804 funds or 833 funds with State Approval
Incentive items distributed to encourage breastfeeding	Yes	804 funds or 833 funds with State Approval
Personnel and Compensation		
Salaries and compensation for Regional Breastfeeding Coordinators	Yes	
Salaries and compensation for lactation referrals	No	804 funds
Staff Training and Resources		
Recruitment of Regional Breastfeeding Coordinators	Yes	
Travel for Regional Breastfeeding Coordinators	Yes	
Registration for meetings or conferences for International Board Certified Lactation Consultants (IBCLC)	Yes	804 funds or 833 funds
Breastfeeding resources for WIC staff	Yes	804 funds or 833 funds with State Approval
International Board Certified Lactation Consultant (IBCLC), Certified Lactation Specialist (CLS) or Certified Lactation Counselor (CLC) exam fees	No	

Item or Service	Allowable Costs	Comments
International Board Certified Lactation Consultant (IBCLC), Certified Lactation Specialist (CLS) and Certified Lactation Counselor (CLC) association membership fee	No	
Program Advertising and Promotion		
Pamphlets and similar materials to promote breastfeeding	Yes**	With State Approval
Media campaigns, e.g., bus placards, to advertise breastfeeding	Yes**	With State Approval
Ads that promote breastfeeding in general.	Yes**	804 funds or 833 funds with State Approval
T-Shirts, buttons and similar items	Yes	With State Approval
Miscellaneous		
Food	No	
Second nutrition education contacts	No	
Childcare	No	
Cribs or other materials and equipment for infants of staff or peer counselors who bring their babies to work	No	

* All brochures, materials and advertisements must include the required non-discrimination statement. This statement is included in the AR, Section: Personnel, Civil Rights Act of 1964.

** All brochures, materials and advertisements that have the WIC logo or the Shape the Future: Breastfeed logo must be reviewed and approved by the State WIC Office.