



## JOB DESCRIPTION

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Position:	Regional Breastfeeding Liaison
Department:	WIC
Reports to:	WIC Director
FLSA Status:	Non-Exempt Position
Pay Grade:	11

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### GENERAL PURPOSE:

Under the supervision of the WIC Director, the Regional Breastfeeding Liaison (RBL) develops and implements an annual Regional Plan of Action to reduce the breastfeeding support gaps for WIC participants based in part by completing community assessments. The RBL provides training and education to healthcare team members in the community, builds relationships with community partners, and enhances the continuity of care within the community. This is a professional position that requires knowledge and skills in lactation science, communication and marketing.

### MAIN RESPONSIBILITIES AND DUTIES:

- 1. Develops annual Regional Plan of Action (5%)**
  - a. Completes/reviews community breastfeeding/health assessments
  - b. Works with input from WIC Program Directors and WIC Breastfeeding Coordinators in region to develop objectives, intervention activities and performance measures for the Regional Plan of Action
  - c. Completes RBL quarterly reports updating the Plan of Action
  
- 2. Implements intervention activities as described in the Regional Plan of Action. (80%)**
  - a. Implements outreach and education plan(s), to promote positive and consistent breastfeeding support practices and to build awareness of WIC's breastfeeding support services to a multi-disciplinary range of community partners that interface with families with infants, such as medical providers, hospitals, public health nurses, etc.
  - b. Facilitates cross communication (information and idea exchange) and collaboration between community partners and WIC.
    1. May provide WIC orientation and breastfeeding-related education and training to healthcare providers in the community

2. May visit local hospitals to educate and encourage adopting model policies and procedures that facilitate mother-baby bonding and breastfeeding
3. May visit local healthcare providers and provide office staff with information and tools to help support breastfeeding, to facilitate removal of formula-sponsored breastfeeding materials, and limit distribution of free formula samples/coupons
- c. Develops written communications for community partners and the media (emails, social media content, newsletters, etc.).
- d. Maintains active knowledge of state and federal legislative actions affecting breastfeeding, and provides advocacy as necessary.
- e. Participates in breastfeeding stakeholders groups including the Tri-Counties Breastfeeding Alliance, State RBL meetings, and other key advocacy groups as assigned by WIC Director.
- f. Uses a variety of reporting tools and data systems to monitor local, statewide and national breastfeeding rates (WIC, hospitals, etc) as needed.
- 3. Completes evaluations of performance measures (10%)**
  - a. Completes each performance measure evaluation as described in the Regional Plan of Action
  - b. Completes semi-annual report for the RBL section
  - c. Completes other reports/written materials as assigned by the WIC Director
- 4. Completes other duties as assigned by the WIC Director (5%)**
  - a. Demonstrates knowledge of WIC rules and regulations and follow WIC policy and procedures
  - b. Stays current with local cultural groups, traditions and practices that impact nutrition education and health
  - c. Serves as media contact and maintains public relations
  - d. Participates at community outreach events as needed
  - e. Other duties as assigned

#### **GENERAL QUALITIES & CHARACTERISTICS**

- 1) Maintains a professional relationship and positive attitude with co-workers, the public, patients and all Ampla Health personnel
- 2) Maintains the highest professional ethics and is honest in dealing with people; is a model for all employees through his/her actions
- 3) Has enthusiasm toward the work and the missions of Ampla Health and WIC

#### **PROFESSIONAL KNOWLEDGE, SKILLS & ABILITIES**

- 1) Must have a current IBCLC certification in good standing
- 2) A CLC/CLE certification with at least 1 year of experience may be substituted for IBCLC
- 3) Previous WIC or Public Health Experience preferred
- 4) Ability to use Microsoft Word, Excel and Publisher

- 5) Ability to work with individuals alone or in groups respecting differences in race, culture, religion and lifestyle
- 6) Ability to accommodate flexible work schedules requiring travel within Yuba, Sutter and Colusa counties
- 7) Must possess valid California driver's license and proof of auto insurance

**COMMUNICATIONS SKILLS**

- 1) Must be able to interact with patients courteously and calmly
- 2) Ability to communicate well with the public
- 3) Perform job duties and solve job-related problems independently.
- 4) Keep supervisor informed of work priorities, progress and problems.
- 5) Follow WIC and agency regulations and standards.
- 6) Maintain confidentiality.
- 7) Model professional conduct, ethics and appearance.
- 8) Recognize own strengths and work with other staff in a complementary fashion to maximize teamwork.

**WORKING CONDITIONS AND PHYSICAL REQUIREMENTS**

Works will with participants in a generally comfortable environment office. Employees must possess the following physical requirements:

- 1) Must be able to hear and communicate with clients and staff on telephone and those who are served "in person", and speak clearly in order to communicate information to clients and staff
- 2) Must be able to lift up to 40 pounds and push up to 100 pound (on wheels)
- 3) Must have vision which is adequate to read memo's, computer screen, registration forms and other clinic documents
- 4) Able to reach above shoulder level to work, must be able to bend, squat and sit, stand, stoop, crouch, reach, kneel, twist/turn and climb stairs
- 5) May be exposed to contagious/infectious diseases

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EMPLOYEE NAME(PRINT)

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EMPLOYEE SIGNATURE

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DATE