

CHEYENNE RIVER SIOUX TRIBE  
WIC PROGRAM  
BF/BFPC COORDINATOR/CERTIFICATION ASSISTANT

DESCRIPTION OF WORK

General Statement of Duties: The primary purpose of the BFPC Coordinator/Certification Assistant (BF/BFPC C-CA) is to identify breastfeeding promotion and support services needed in order to develop and implement program objectives and goals. Establishes peer counseling program goals and objectives. Establishes standardized breastfeeding peer counseling program policies and procedures consistent with the Loving Support Model for a Successful Peer Counseling Program. Plans and oversees breastfeeding peer counseling program activities (program implementation and evaluation, and staff training, etc.).

In the capacity as Certification Assistant, will provide ancillary services (e.g., demographic intakes, anthropometry and hemoglobin measurements, etc.) to assist the WIC Nutrition Coordinator/Competent Professional Authority I (NC/CPA-I), and other WIC personnel, in the conduct of certification activities in order to ensure timely and efficient management, processing and clinic flow. In this capacity as Certification Assistant will also assure that client immunizations rates are maintained and appropriately documented.

Supervision Received: Works under the immediate supervision of the WIC Program Director and takes professional direction and guidance from the WIC Nutrition Coordinator/CPA-I (NC/CPA-I). In the capacity of Certification Assistant, all certification, assessment and counseling activities, conducted during the absence of the NC/CPA-I, will be reviewed and cosigned by the NC/CPA-I upon their return to the State Agency.

Supervision Exercised: Peer Counselors and others as delegated.

EXAMPLE OF DUTIES (Duties may include but are not limited to the following):

Coordinate breastfeeding promotion and support activities according to the State Plan, relevant to the needs of the WIC population, during the certification process and/or throughout the month during follow-up. Develops care plans, assists with counseling and provides follow up for all high-risk breastfeeding women and their infants. Assures education is individualized taking into account socioeconomic, cultural and personal preferences and concerns. Conducts presentations specific to the subject during issuance and certifications.

Ensure WIC staff receive competency-based training on breastfeeding promotion and support.

Keeps current with up-to-date nutrition and breastfeeding information and disseminates this, as well as FNS-provided information.

Identifies methods/strategies to promote and support breastfeeding.

Develop policies, procedures and/or guidelines for breastfeeding promotion and support.

Monitors and evaluates breastfeeding promotion and support activities for compliance with Federal requirements.

Monitors breastfeeding initiation and duration rates.

Provides technical assistance and consultation on breastfeeding promotion and support to staff.

Provides input on breastfeeding promotion and support expenditures as part of the Nutrition Services and Administrative (NSA) budget.

Identifies or develops appropriate breastfeeding education resources and materials.

Assists in developing a peer counseling budget.

Provides guidance and technical assistance to ensure program goals are met and policies and procedures established for the peer counseling program are followed.

Identifies and coordinates community partnerships to enhance the effectiveness of the peer counseling program. Reviews WIC databases to assess local breastfeeding rates and trends and compares this performance to the national experience and standards. Assists in performing hematological and anthropometric measurements on all newly certified and re-certified WIC clients.

Reports progress and findings to Nutritionist and WIC Director quarterly.

## MINIMUM QUALIFICATIONS

**Required Knowledge, Skills and Abilities:** Must have knowledge of the principles of human nutrition particularly as it relates to breastfeeding in the norm; lactation, maternal needs and infant development; along with effective nutrition and breastfeeding education methods and techniques. Must remain apprised of developments, trends, standards and practices in contemporary breastfeeding practices, methodologies, promotion and support strategies. Must be able to tolerate normal business, occupational and office/operations stress. Must project a positive role image for the period this program serves. Must possess demonstrated experience to interact and communicate in a positive and effective manner for purpose of interviewing and gathering needed personal and socioeconomic information for the application process. Must be willing to travel to communities and must have own vehicle. Must be adaptable to performing various duties as assigned and work in crowded conditions. Must be able to perform occasional heavy lifting, frequent bending, pulling and prolonged sitting. Must have the ability to respond to complaints in a tactful and patient manner. Must demonstrate willingness to be alert to characteristics of employee, participant and/or vendor abuse. Shall maintain strict WIC confidentiality and adhere to all Program Directives and Regulations. Must maintain a courteous and respectful attitude towards all clients in the WIC Program and understand and protect the rights of WIC employees, participants and vendors. Must have the ability to establish and maintain effective working relationships with employees, other agencies, departments, and the public; with the ability to communicate with members of health programs, social service programs and community agencies. Working knowledge of grammar, spelling and punctuation. Must have the ability to operate computer and office equipment, with working knowledge of office practices and procedures. Must have the ability to communicate effectively verbally and in writing.

**Education:** Preferred: Holds a Bachelor's or higher degree, from an accredited college or university with an emphasis in any health or nutrition-related field or equivalent OR

Will consider Medical Assistant, Certified Nursing Assistant or other medical certificate/degree with a minimum of one year of practical experience; OR

Have a minimum of two (2) years of experience in counseling breastfeeding women and breastfeeding promotion and support activities and at least ninety (90) days practical experience and

any combination of demonstrated, responsible work experience in WIC certifications and possess an equivalent amount of experience in the delivery of nutrition education services in a WIC setting or WIC Program; AND

Successfully complete specialized training in lactation management and care (International Board-Certified Lactation Consultant (IBCLC) is preferred, BUT, individual may be exam-eligible; OR

Successfully complete other State Agency approved specialized trainings.

Experience: Have at a minimum, breastfed one child for one (1) year. Have experience in Program Management. Have at a minimum, ninety (90) days of training and/or expertise/experience in breastfeeding management and promotion. One or more of the following skills and experience: Program development skills, counseling skills, community action experience, participant advocacy experience or education background and experience in the development of educational and training resource materials.

Other Qualifications: Preference will be acknowledged to enrolled members of the Cheyenne River Sioux Tribe.

Special Requirements: Must possess a valid driver's license. Must be drug and alcohol free. Subject to CRST Drug and Alcohol Testing Policy. Must be able to take and successfully pass an alcohol and drug test with random tests as requested by the WIC Program Director. Subject to Tribal/local, Federal and State background checks in accordance with P.L. 101-630, P.L. 101-647 and Resolution No. 86-2013-CR. Must be able to operate the Tribal WIC RV and van for purposes of serving the WIC Clients. Must have the ability to successfully complete an established, position specific, WIC paraprofessional training program and must complete Competency Based Training within a 3-6-month period of employment, both of which will be scheduled by the WIC Director: Competency Based Training, Risk Factor Training, Anthropometric and Hemoglobin Training and the Breastfeeding Training Manual. Successfully complete other State Agency approved specialized trainings.

Confidentiality: Confidentiality is very important when working with this program. All matters in the program will be kept confidential. A Privacy Act Training will be taken and compliance is mandatory. Also, a written agreement will be signed and maintained in employee file.

Revised Date: 03.13.18