

**American Academy of Pediatrics
Section on Breastfeeding
Chapter Breastfeeding Coordinator
Job Description**

Position Summary

A Chapter Breastfeeding Coordinator (CBC) is an ambassador of the Section on Breastfeeding (SOBr), providing leadership in promoting, protecting and supporting breastfeeding in their state chapters and communities. A CBC will work to implement the SOBr strategic plan and fulfill the SOBr mission and vision statements within their chapters and communities.

Mission Statement: The mission of the Section on Breastfeeding is to equip pediatricians with education, policy and advocacy resources to support optimal breastfeeding practices and environments.

The Section will accomplish this mission by addressing the breastfeeding needs of infants, children, their families and communities, and by supporting AAP members through breastfeeding advocacy, education, and policy development, as well as promoting the systems through which the members deliver breastfeeding care.

The CBC is supported by the CBC Steering Committee. The CBC Steering Committee Chief reports to the SOBr Executive Committee.

Duties and Responsibilities

CBCs must assist in the dissemination of policies and activities of the Executive Committee to the pediatric community at large. In addition, CBCs must prepare and submit an annual report to the CBC Steering Committee by **December 30th**. The annual report should include a summary of projects and activities. Failure to produce a report will result in a warning to your chapter president.

Requirements

- Member of the American Academy of Pediatrics
- Member of the AAP Section on Breastfeeding
- Appointed by the AAP Chapter President

Job Content

The SOBr has strategic goals involving advocacy, education and policy. The CBC will help work to achieve those goals.

Advocacy:

Conduct activities that promote, protect, and support breastfeeding.

- CBCs will collaborate with their state Coalitions and their Chapters to promote Breastfeeding.

Work to improve reimbursement for breastfeeding care.

- Share successful out-patient breastfeeding care business models

- Work within their Chapter to disseminate the Breastfeeding and Lactation Coding Document
- Collect feedback about reimbursement issues in their areas

Education:

Help the SOBr to provide regular educational opportunities for AAP membership.

- The CBC should work with their chapter to include at least 1 hour of breastfeeding CME per year at their Chapter's educational offerings (annual and other meetings, teleconferences, etc).
- The CBC is invited to participate in web-casts or conference calls provided by the SOBr
- A CBC can apply for grants to arrange for speakers on the topic of breastfeeding.

Build a strong and vibrant SOBr Membership.

- CBCs will share the SOBr membership brochure to disseminate at the Chapter level (post on Web sites, share at meetings, etc).

Influence and support residency and medical school breastfeeding education.

- CBCs will work toward implementing the Breastfeeding Residency Curriculum into their geographic area residency programs.

Policy:

Improve the environment for breastfeeding in hospital.

- CBCs will disseminate the Sample Breastfeeding Hospital Policy.

Additional Suggested Activities for the CBC

The CBC can choose to do any of the following activities. They are suggestions for things to do that will help the Section and the Chapter. They are not requirements.

- Write articles about breastfeeding for the local Chapter Newsletters and the Section on Breastfeeding Newsletter.
- Ask your Chapter about the possibility of participating in AAP chapter executive committee meetings to report on breastfeeding activities.
- Work with state legislators and coalitions to support breastfeeding legislation.
- Assist hospitals and professional organizations, including the AAP to develop and expand Continuing Medical Education programs on breastfeeding.
- Be a speaker on the topic of breastfeeding or lactation support wherever possible.
- Help to identify individuals and organizations that can collaborate on the promotion of breastfeeding at the community level. Form or join coalitions as appropriate.
- Connect with other Section on Breastfeeding members in your Chapter.