

breastfeeding with introduction of complementary foods until one year of age or longer is preferred. Current or previous WIC breastfeeding participant preferred.

*North Central will recruit and hire a BFPC from WIC's target population and will strive to ensure that selected candidates are considered a peer, equal or belong to the same societal group, based on age, grade, or status when compared to the mothers within the service region. The selected BFPC candidates shall represent the same racial/ethnic background as the mothers served.

SPECIAL REQUIREMENTS/SKILLS:

- High School (or higher) level writing, reading, and language skills.
- Ability to exercise independent judgement to identify participants' needs.
- Ability to perform simple mathematical procedures, such as computing family income.
- Ability to work independently and in conjunction with other WIC Program staff members.
- Exceptional customer service skills.
- Literacy and language skills appropriate to address the needs of the population served.
- Possesses the desire to help parents choose to and successfully provide breast milk to their infants.
- Critical thinking and problem-solving skills.
- Breastfeeding assessment, counseling, and motivational interviewing skills.
- Ability to present breastfeeding educational information through a variety of methods such as pamphlets, posters, bulletin boards, videos, breast models, etc.
- Ability to present ideas clearly, both verbally and in writing, using language appropriate to the intended audience.

Note: The North Central PA Regional Planning and Development Commission retains the right to modify this position profile at any time.