



Office of the City Manager

CONSENT CALENDAR

September 12, 2023

To: Honorable Mayor and Members of the City Council

From: Dee Williams-Ridley, City Manager

Submitted by: Aram Kouyoumdjian, Director of Human Resources

Subject: Establish Classification and Salary Range – Lactation Counselor

RECOMMENDATION

Adopt a Resolution establishing the unrepresented classification of Lactation Counselor with an hourly salary range of \$41.1351 - \$50.0000, and an annual salary range of \$85,561.0080 - \$104,000.00, in order to utilize grant funding to employ an International Board Certified Lactation Consultant (IBCLC) who will oversee the City’s Breastfeeding Peer Counselor Program and provide additional public health services to the City of Berkeley community.

FISCAL IMPACT

The proposed salary range of Lactation Counselor is \$41.1351 - \$50.0000 hourly, and \$85,561.0080 - \$104,000.0000 annually. The City of Berkeley’s Health, Housing, and Community Services (HHCS) Department intends to staff the position as a limited-term, not-to-exceed-two-year position, at 10 hours per week (0.25 FTE), which will be funded for fiscal years 2022 to 2025 by a grant administered by the California Department of Public Health titled United States Department of Agriculture Breastfeeding Peer Counseling Program (BPC). The BPC program is part of the total WIC budget under Project String HHPWIC2302. It is an amendment to WIC City of Berkeley Contract No. 22-10233 A01. The department’s intention is to maintain the Lactation Counselor position as an intermittent, hourly, non-benefited, grant-funded position.

CURRENT SITUATION AND ITS EFFECTS

Within the independent local health jurisdiction of HHCS, the Public Health Division collaborates with community members and partners to achieve health equity and optimal health for all people in Berkeley through systems change and service provision.

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Staff provides family support services, emergency preparedness, youth empowerment and employment programs, and health promotion/education to support our community in navigating the social, educational, economic, and environmental impacts on health.

The Division of Public Health includes the Women, Infants, and Children (WIC) program that provides nutrition and health services to low-income individuals who are or were recently pregnant, and children under five. Services include nutrition and breastfeeding education for pregnant women, nursing mothers, infants, and children. Participants also receive individual nutrition counseling and general nutrition education, assistance for pregnant and breastfeeding women, as well as an electric pump loan program and breastfeeding classes.

Recently, the City was awarded a grant in the amount of \$97,500 per year for fiscal years 2022 to 2025 to start a Breastfeeding Peer Counselor Program. The program improves the breastfeeding initiation and duration rates by providing peer breastfeeding support, technical assistance, and oversight by International Board Certified Lactation Consultants (IBCLC). The grant award pays for an IBCLC certified Lactation Counselor, a portion of the WIC Director's administrative duties, and for one Peer Counselor's salary. It also covers miscellaneous operating expenses.

One of the requirements to receive and maintain grant funding is to staff the program with an IBCLC certified Lactation Counselor to serve as the designated breastfeeding expert for the City, provide complex breastfeeding support, lead community education, and oversee, mentor, and provide education for Community Health breastfeeding peer counselors. The proposed job classification includes the IBCLC certification requirement, and encompasses all the duties and requirements outlined in the grant. The Lactation Counselor will report to the City's WIC Director, who has overall responsibility for managing the WIC program. The Lactation Counselor will also serve as a lead to Community Health Worker Specialists, who will act as Peer Counselors (PC).

## BACKGROUND

The proposed salary range for Lactation Counselor is \$41.1351 - \$50.0000 per hour, and reflects the mean of the surrounding agencies for similar positions occupied by International Board Certified Lactation Consultants (IBCLC), including the City and County of San Francisco, and the counties of Alameda, Contra Costa, Marin, and Solano.

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The Personnel Board discussed and voted at its May 1, 2023 meeting, and subsequently discussed a revised salary structure and voted at its July 10, 2023 meeting, to send this classification and salary to the City Council for approval (Motion to Approve: Dixon/Lacey; Vote - Ayes: Dixon, Karpinski, Lacey, O'Loughlin; Noes: None; Abstains: None; Absent: Bartlow, Gilbert, Wenk.).

#### ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

There are no identifiable environmental effects or opportunities associated with the subject of this report.

#### RATIONAL FOR RECOMMENDATION

This job class specification is being created to effectuate grant funding for the City's Breastfeeding Peer Counselor Program, and to provide necessary education, counseling, and breastfeeding support for program participants.

#### ALTERNATIVE ACTIONS CONSIDERED

None.

#### CONTACT PERSON

Aram Kouyoumdjian, Director of Human Resources, 510-981-6807.

#### ATTACHMENTS

1. Resolution
2. Proposed Job Class Specification and Salary Range – Lactation Counselor

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RESOLUTION NO. XX,XXX - N.S.

CLASSIFICATION: LACTATION COUNSELOR

WHEREAS, the Human Resources Department maintains the Classification and Compensation plan for the City of Berkeley; and

WHEREAS, the City has been awarded a grant to effectuate the City’s Breastfeeding Peer Counselor Program, which requires the employment of an International Board Certified Lactation Consultant (IBCLC); and

WHEREAS, the Human Resources Department has completed a classification review and recommended the establishment of the unrepresented Lactation Counselor job classification; and

WHEREAS, the Personnel Board recommended on July 10, 2023 to establish the unrepresented Lactation Counselor job class specification and salary range effective September 12, 2023.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the classification for Lactation Consultant is established, with an hourly salary range of \$41.1351 - \$50.0000, and an annual salary range of \$85,561.0080 - \$104,000.0000, effective September 12, 2023.

Step 1	Step 2	Step 3	Step 4	Step 5
\$41.1351	\$43.1919	\$45.3515	\$47.6190	\$50.0000

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# Lactation Counselor

Class Code:  
XXXX

Bargaining Unit: Unrepresented Classification

CITY OF BERKELEY

Established Date: September 12, 2023

## SALARY RANGE

\$41.1351 - \$50.0000 Hourly  
\$3,290.8080 - \$4,000.0000 Biweekly  
\$7,130.0840 - \$8,666.6667 Monthly  
\$85,561.0080 - \$104,000.0000 Annually

## DESCRIPTION:

### DEFINITION

Under the direction of the Health Nutrition Program Coordinator (Women, Infant & Children [WIC] Director) or designee, serves as the designated breastfeeding expert for the City, provides supervision to assigned professional, technical, and office support staff, handles more complex lactation problems; provides on-site and home-visit breastfeeding support, as needed; participates in community breastfeeding activities; mentors and provides in-service education on lactation for Breastfeeding Peer Counselors and WIC staff; and assists in overall lactation program planning.

### CLASS CHARACTERISTICS

This single position journey-level class is responsible for the operation and management of the Breastfeeding Peer Counseling Program. The incumbent provides oversight and direction for Peer Counselors (PCs). The Lactation Counselor has frequent interaction with WIC participants in need of lactation support. The work requires a high level of technical knowledge, excellent oral and written communication skills, and editing skills and the exercise of independent judgment.

### EXAMPLES OF DUTIES:

The following list of duties is intended only to describe the various types of work that may be performed and the level of technical complexity of the assignment(s) and is not intended to be an all-inclusive list of duties. The omission of a specific duty statement does not exclude it from the position if the work is consistent with the concept of the classification, or is similar or closely related to another duty statement.

1. Provides human milk feeding support to Women, Infants, & Children (WIC) participants, including lactation consultation to WIC participants referred to by peer counselors, WIC staff, and local providers of parents experiencing complex maternal and infant lactation problems beyond their scope of practice.
2. Counsels high-risk people needing breast pumps or other equipment for complex human milk feeding situations.

3. Makes telephone contacts, home visits, WIC clinic visits, and/or hospital visits with participants to support human milk feeding and identify clients needing additional assistance to optimize their breastfeeding success.
4. Keeps accurate records of all contacts made with WIC clients.
5. Maintains confidentiality of client interactions and records and oversees peer counselors' adherence to WIC confidentiality requirements.
6. Mentors and coordinates peer counselors through shadowing opportunities, observations, client record reviews and ongoing guidance.
7. Provides in-services, trainings and education on various lactation topics and lactation management, including the initial and ongoing lactation training for PCs and WIC staff.
8. Manages referral system for referring WIC clients to PCs or to the IBCLC for lactation problems outside of the PC's scope of work.
9. Teaches breastfeeding classes and support groups for pregnant and lactating people, or mentors peer counselors leading group meetings.
10. Develops an ongoing PC recognition program, which affirms and supports PCs in an effort to improve PC retention.
11. Conducts and coordinates exit surveys with the participants after they leave the Breastfeeding Peer Counseling Program, in an effort to maintain a continuous quality improvement plan.
12. Serves as a liaison between WIC and the community and conducts outreach with community organizations to promote WIC lactation services.
13. Establishes community partnerships to increase awareness and improve communication to promote a breast/chest-feeding-friendly culture in their community.
14. Ensures the availability of services outside of normal work hours.
15. Coordinates breast/chest-feeding promotion activities in WIC and in the community, including the coordination of all World Breastfeeding Week activities.
16. Participates in Peer Support groups, Community Breastfeeding Coalitions, WIC Regional Breastfeeding Committee meetings, and the California Breastfeeding Summit.
17. Provides nutrition education and nutrition intervention for participants as it relates to lactation counseling.
18. Communicates with health professionals regarding high risk lactation cases, and refers mothers with medical or nutrition concerns beyond the IBCLC Scope of Practice.
19. Competently fulfills, through self-designation or assignment, the following WIC designated coordinator roles for which they qualify as dictated under WIC program policies (Breastfeeding Peer Counselor Coordinator, Breastfeeding Coordinator, Staff Training Coordinator, Outreach Coordinator, Other Training Coordinator Roles, as needed).
20. Maintains an audit follow-up system to ensure that corrections for audit recommendations are timely and adequately implemented.
21. Conducts compliance and performance audits.
22. Responds to questions from City departments, Council, commissions and various committees and groups; attends various meetings as assigned.
23. Maintains knowledge of current principles and practices and monitors developments in auditing and audit standards including but not limited to the Breastfeeding Peer Counselor / IBCLC.
24. Develops and implements continuing professional development and continuous improvement plans for assigned staff; and
25. Performs related duties as assigned.

**KNOWLEDGE AND ABILITIES:**

Note: The level and scope of the knowledge and skills listed below are related to the job duties as defined under Class Characteristics.

Knowledge of:

1. Principles, policies, procedures, and reporting requirements of lactation programs.
2. Lactation physiology, anatomy, and counseling techniques.
3. Principles and practices of adult education philosophies and methods, learning theories as applied to nutrition and health instructional materials, group and individual education, techniques, infant development related to nutrition, lactation education techniques and customer service.
4. Laws and regulations related to state and local agency lactation policies and competencies.
5. WIC Program and community nutrition with emphasis on maternal, infant and child needs.
6. Health promotion and disease prevention.
7. Word processing applications, spreadsheets and internet applications.
8. Interviewing and communication skills.

Ability to:

1. Plan, organize, assign, direct, review, and evaluate the work of professional, technical, and office support staff and manage employees, provide feedback on performance, evaluate progress, determine work priorities, assign work and ensure proper completion of assignments.
2. Provide information on human milk feeding in a positive, effective manner.
3. Demonstrate creative problem-solving skills and exercise sound judgment to quickly evaluate situations and render prompt decisions.
4. Refer community resources and programs to people in need of assistance.
5. Ability to communicate information and ideas clearly and effectively in a professional manner, both orally and in writing.
6. Maintain strict confidentiality of participant, employee and agency records
7. Utilize reporting software, and review reports, contracts, and records for accuracy, clarity, completeness, and compliance with legal and procedural guidelines.
8. Exercise sound independent judgment in recommending more efficient and effective methods, systems, and reporting formats.
9. Recommend and implement policies and procedures.
10. Demonstrate ethnic and cultural sensitivity while working with diverse populations.
11. Establish and maintain effective working relations with those contacted in the course of work; communicate effectively with staff, elected officials, and community members, both orally, in public meetings, and in writing.
12. Interpret and apply applicable laws and regulations

**MINIMUM QUALIFICATIONS:**

A TYPICAL WAY OF GAINING THE KNOWLEDGE AND SKILLS OUTLINED ABOVE IS:

Equivalent to graduation from high school and two (2) years of paraprofessional experience in a public health or related setting, supplemented by formal or approved in-service training, which has provided additional expertise and demonstrated proficiency in an area of specialization such as training, examination, screening, counseling, or outreach. Bachelor's degree in nutrition, social services, or health related field is desirable. Previous experience working with the Women, Infants, & Children (WIC) program and knowledge of WIC policies and procedures is desirable.

**OTHER REQUIREMENTS**

Possession of an International Board Certified Lactation Consultant (IBCLC) certification administered by the International Board of Lactation Consultant Examiners (IBLCE) at time of appointment is required, and the certification must be maintained as a condition of continued employment. Must be

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willing to work evenings or weekends. Must be able to travel to various locations within and outside the City of Berkeley to fulfill the job responsibilities. When driving on City business, the incumbent is required to maintain a valid California driver's license as well as a satisfactory driving record.

**CLASSIFICATION HISTORY:**

Classification Code	XXXX
Classification Established	September 12, 2023
FLSA Status	Exempt [Career Full-Time Appointment] Non-Exempt [Hourly Intermittent Temporary Designation]
Admin Leave / Overtime	Admin Leave [Exempt / Career Full-Time Appointment] Overtime [Non-Exempt / Hourly Intermittent Temporary Designation]
Representation Unit	Unrepresented
Probationary Period	One Year
Workers' Comp Code	8810