



COMMUNITY BRIDGES
PUNTES DE LA COMUNIDAD

Posted: July 18, 2022
Open until filled

\$1,000 HIRING BONUS
(After completion of 6-month probationary period)

POSITION: WNA (WIC NUTRITION ASSISTANT) BFPC (BREASTFEEDING PEER COUNSELOR)
BILINGUAL ENGLISH/SPANISH REQUIRED, BILITERATE PREFERRED

PROGRAM: WOMEN, INFANTS & CHILDREN PROGRAM (WIC)
A PROGRAM OF COMMUNITY BRIDGES

Community Bridges envisions a thriving community where every person has the opportunity to unleash their full potential. Our family of ten programs delivers essential services, provides equitable access to resources, and advocates for health and dignity across every stage of life.

POSITION DESCRIPTION:

Under the general supervision of the WIC Breastfeeding Manager, provides technical, educational, interpretive and office support for the Women, Infants and Children nutritional program. Gives basic breastfeeding information and support to WIC pregnant and breastfeeding mothers. Performs related work as required.

DUTIES & RESPONSIBILITIES:

Nutritional Counseling/Support:

- Provides breastfeeding counseling, information and support to WIC pregnant and breastfeeding mothers by telephone, video “telehealth”, clinic visits and/or hospital visits at scheduled intervals determined by the Program, and serves as a breastfeeding role model to mothers.
- Provides *warm line support* outside usual 8 to 5 working hours to new mothers who are having breastfeeding problems. Checks the breastfeeding warm line to ensure that breastfeeding moms with questions get a return call within 24 hours as assigned.
- Assists with breastfeeding promotion at WIC and in the community; this includes outreach events, WIC classes and support groups.

- Adheres to caseload and contact assignments and documents all breastfeeding contacts as required.
- Refers women with breastfeeding problems outside work scope to a designated breastfeeding expert.
- Provides manual and electric breast pumps to breastfeeding WIC clients per protocol; instructs client on how to use the pump and completes required documentation.
- Greets and interacts with clients and the public in a cordial and welcoming manner, communicates with clients and the public by phone, text, email, video or in person to provide information, schedule appointments, reschedule missed appointments and send appointment reminders. Functions as the WIC receptionist and handles multiple calls, appointments and walk-ins maintaining a courteous and professional tone at all times.
- Interviews WIC applicants; explains eligibility requirements, program procedures and regulations; gathers necessary information and forms as required to determine initial and continued eligibility.
- Collects and assesses medical, nutritional, personal, and financial information submitted and determines WIC eligibility under state guidelines; certifies and recertifies WIC participants per current WIC policies and procedures. Utilizes approved texting, secure email, and telehealth platforms to obtain participant documents for certification and recertification. Maintains required state certification as a WIC Nutrition Assistant (WNA).
- Provides individual and group nutrition and breastfeeding education for WIC clients astrained. Assists Nutrition Education Coordinator with class preparation, including preparation of foods for demonstration. Utilizes approved texting and telehealth platforms to send educational materials and provide nutrition education to clients. Maintains required documentation of all individual and group client contacts in the WIC Web Information System Exchange (WISE).
- Participates in ongoing training to stay current on WIC Program policies and procedures, including how to counsel clients and teach new WIC classes. Reads email promptly, as well as assigned books, articles and training materials on nutrition, breastfeeding, and other job related topics.
- Weighs and measures WIC clients, including infants, children and women. Accurately records height and weight in WIC WISE per standard WIC procedures.
- Refers mothers to the WIC nutritionist or dietitian, lactation consultant, breastfeeding peer counselor, mother or baby's physician or nurse, public health programs in the community and social service agencies according to established protocols.
- Uses a resource list to direct clients to physicians and dentists who accept Medi-Cal and Denti-Cal. Provides WIC outreach information to clients, the public and community partners to increase access to WIC, to encourage WIC participation and promote the WIC mission of increasing breastfeeding and improving nutrition and physical activity among WIC clients. May provide information about WIC through the media or public speaking.

Professional Conduct:

- Provides some verbal and written translation from English to Spanish, as needed, to conduct routine WIC duties.
- Performs a variety of general office support activities such as maintaining office organization; preparing correspondence; copying and filing; cleaning electric breast pumps; and maintaining tidiness in WIC waiting areas, breakrooms demo kitchen, classroom, and work stations.
- Provides excellent customer service to internal and external customers. Represents the goals and values of Community Bridges and of the WIC program, and actively promotes healthy eating, active living and breastfeeding as the cultural norm. Responds promptly to email, phone and written communication and consults with supervisor as needed.
- Promotes a breastfeeding friendly environment at the WIC site.
- Maintains client confidentiality at all times. Completes annual training on client confidentiality and conflict of interest.
- Develops and maintains effective working relationships with coworkers, supervisors, agency staff members, community partner organizations, and the public.
- Communicates effectively and respectfully with people from different racial, ethnic and cultural groups and from different backgrounds and lifestyles; demonstrates knowledge of and sensitivity to their needs.
- May assist with special projects as assigned, including assisting Local Vendor Liaison with vendor complaints and vendor visits.

Job descriptions are intended to be illustrative only; they are not designed to be restrictive or to define each and every assigned duty and responsibility. In an organization of this nature, each employee is expected to perform such duties as necessary to fulfill the stated goals of the agency.

EMPLOYMENT STANDARDS:**Knowledge of:**

- Basic benefits and techniques of breastfeeding;
- Basic interviewing, counseling, and education techniques;
- Basic communications, civil rights and culturally competency;
- WIC WISE documentation and food benefit issuance procedures; and
- Appropriate referral agencies through which the WIC participants may obtain additional, necessary social and medical care services.

Skill in:

- Utilizing technology and a variety of software and hardware for communications, data

- collection and reporting, presentations and research;
- Counseling and educating parents;
 - Using proper telephone etiquette and dealing efficiently and cordially with callers
 - Effective communication with persons of varied socio-economic backgrounds;
 - Identifying the need, and in referring clients to other social and medical care services;
 - Reading, interpreting, and applying complex regulations and policies;
 - Maintaining accurate records and preparing periodic reports;
 - Making presentations to individuals and groups;

MINIMUM REQUIREMENTS:

- Must be bilingual English/Spanish; Biliterate English/Spanish preferred
- Must have breastfed at least one baby for a minimum of 6 months (does not have to be currently breastfeeding), be enthusiastic about breastfeeding, and want to help other mothers enjoy a positive experience
- Has a telephone, and is willing to make phone calls from home
- Must have experience and demonstrate skill in working directly with people, and in communicating in a culturally competent manner with an understanding of excellent customer service principles.
- Must demonstrate an interest in public health, life cycle nutritional needs, in learning about common nutritional risk factors for pregnant or breastfeeding women and small children, and in providing learner-centered education to WIC clients.
- Must be able to perform basic arithmetic calculations.

OTHER REQUIREMENTS:

- Must be able and willing to work at a computer station for full work days, use the internet, and email for work related information and communications.
- Must be able and willing to work on a telephone for full workdays.
- Must be able to lift up to 20 pounds easily and routinely.
- Must complete and maintain state WNA certification for determining client eligibility.
- Must have a valid CA driver's license, drive a motor vehicle incidental to the performance of the work and be insured.
- Must be willing to work at Watsonville, Santa Cruz and Felton WIC sites, as assigned.
- Must be willing to work some evening and occasional weekend hours.
- Must pass a criminal background check and maintain a clean record.
- Must be fully vaccinated against COVID-19, including a booster shot when eligible.

We screen all applicants, require background checks on final candidates consistent with funding regulation requirements and are a Drug-Free Work Place.

UNION:

The WNA Breastfeeding Peer Counselor position is represented by the SEIU bargaining unit.

RATE OF PAY AND HOURS:

- This is a regular, non-exempt, 40 hr/wk position.
- The position will be offered at \$18.36-\$25.23/hour depending on education and experience (plus a \$.40/\$.10 per hour bilingual/biliterate differential after passing a test administered by the HR department).
- Regular on-site attendance is required.

BENEFITS:

- For employee: shared cost medical, dental, vision, life insurance and Employee Assistance Program. This benefit package is valued at \$9,766.92/year
- First year: 16 vacation days and 11 holidays, with accrual based on 40 hr/wk.
- Sick leave: Eight hours/month, with accrual based on 40 hr/wk.
- May be eligible to earn up to 4 Wellness Floaters per year after satisfying all eligibility requirements.
- 401(k) Retirement Plan: Agency matches employee contribution up to 5% of annual salary, effective during open enrollment period.
- Flexible Spending Account (FSA).
- Dependent Care Reimbursement Program.
- Paid lunch.

TO APPLY:

- Please submit your Community Bridges application by email (hr@cbridges.org), fax (831-688-8302), or in person. If you have any questions, please call 831-688-8840, Ext. 200.
- Resumes can be submitted but will not be accepted in lieu of an employment application.
- The application may be downloaded at: <https://communitybridges.org/employment/>
- If applicable, please submit any college transcripts, licenses, and/or certificates as an attachment to your application.

COMMUNITY BRIDGES IS AN EQUAL OPPORTUNITY EMPLOYER.

Applicants shall not be discriminated against because of age, ancestry, color, religious creed, denial of Family and Medical Care Leave, disability (mental and physical), marital, familial or parental status, medical condition, genetic information, military and Veteran status, national origin (including language use restrictions), race, sex (which includes pregnancy, childbirth, breastfeeding and medical conditions related to pregnancy, childbirth or breastfeeding), gender, gender identity, and gender expression, political affiliation or sexual orientation.