

AREA PROFESSIONAL LIAISON (APL) JOB DESCRIPTION

BASIC OBJECTIVE: There are two basic objectives for the Professional Liaison Department (PLD).

The first is to assist Leaders in helping mothers to make informed breastfeeding decisions.

This objective is reached through increased Leader education in breastfeeding matters.

The second objective is to enhance positive public relations with the health care professional community and to foster breastfeeding education.

TERM OF OFFICE: Three years (including orientation period of six-twelve months), with two optional one year extensions upon mutual agreement between APL, ACL and PL Department Administrator, for a total of five years.

QUALIFICATIONS: A potential APL should:

Have been a Leader at least two years, one year of which has been spent actively leading a Group.

Have experience with the practical management of a wide variety of breastfeeding situations.

Have demonstrated skills which enable her to read critically and assess information.

Feel comfortable with and be able to deal tactfully with health care professionals.

Be an effective communicator both orally and on paper.

Possess administrative abilities to coordinate people and projects as they relate to PL activities.

RESPONSIBILITIES TO THE AREA:

Provides ongoing Leader education and support regarding PL Issues.

Acts as a resource for Area Leaders, providing information and perspective on unusual breastfeeding situations.

Acts as an Area resource for questions about legal concerns of the breastfeeding couple.

Responds to questions in a timely manner.

Keeps an Area-financed file of pertinent, current LLLI information sheets and pamphlets, as well as an Area-financed subscription to *Breastfeeding Abstracts* (if available).

Consults with the ACL to select and purchase Area-financed resource books (professional, LLLI recommended) on breastfeeding for use by PL Leaders.

Helps Leaders utilize PL Department resources through phone calls, personal correspondence and regular articles in the Area Leaders' Letter.

Receives Medical Question Forms (MQFs) and responds or forwards to the Professional Liaison Resource Librarian (PLRL) as necessary.

Maintains a file of Area Leaders experienced in unusual breastfeeding situations. *

Passes along to Area Leaders current information on PL issues received through PL channels of communication.

Participates in continuing education and development of Leaders by planning PL sessions at District Workshops, Area Conferences and other Area educational offerings, whenever possible leading sessions herself or sending an associate.

Serves as a pipeline of information about related LLL programs and activities.

Works with and/or assists Leaders in working with health professionals to further their understanding of LLL's goals.

Reviews written communications by Leaders to health professionals and consults APLDA about those of a sensitive nature.

Acts as a resource person for professional contacts and helps locate capable Leaders to fulfill speaking engagements for professional groups.

Receives and reviews proposed outlines for speaking engagements by LLL Leaders to health professionals and receives follow-up reports.

Coordinates activities for LLL exhibits at Health Fairs and health professional events. *

In Areas where LLL sponsors Health Professional Seminars (HPSs): *

APL (or her designate) supervises and organizes these programs in conjunction with the ACS and other Area personnel.

APL (or designate) submits program to HPS Administrator for prior approval and ensures follow-up reports are completed.

ADMINISTRATIVE RELATIONSHIPS: The APL is appointed by the Area Coordinator of Leaders (ACL) after consultation with the LLL Alliance PL Department Administrator. The retiring APL and other Area and Division personnel may also be consulted.

The APL is directly responsible to her ACL for implementing mutually agreed upon PL goals. The Division PL staff are her resources for training, information, assistance and support. The APL reports semi-annually to the ACL and monthly to appropriate Division PL staff.

Associate Area Professional Liaison Leaders (AAPL), where applicable, are directly responsible to the APL, and are appointed by her in consultation with the ACL.

ADMINISTRATIVE DUTIES:

With the ACL, determines PL goals based on the Area's needs and PL budget needed to implement those goals. Submits a copy of these needs, goals and budget to the appropriate Associate PL Administrator (APLDA).

Participates actively in Area Council and works constructively with other Area Council Members in the event of overlapping or related activities.

Passes on to ACL (and to AAPLs where applicable) all PL memos and pertinent information received from LLLI, Division PL staff and department meetings.

Keeps records and files in good order. Maintains an up-to-date copy of the PL Notebook and is familiar with its contents. Routine correspondence should be kept three years. MQFs should be kept five years. PL phone logs should be kept in APL's personal file five years. Division and PL Department memos should be kept at least five years.

Maintains regular written contact with Division PL staff by:

Semi-Annual Reports in March and September, submitted to ACL, and monthly reports to APLDA

Letters or phone calls when problems, questions or concerns arise.

More frequent contact is expected during orientation period.

Alerts LLL Alliance staff to material about breastfeeding in the medical or lay literature.

Contributes regularly to the Area Leaders' Letter (ALL). (Articles must be reviewed by the PL Department Administrator before submitting to ALL Editor.)

Submits proposed PL outlines/handouts for LLL functions such as Area Conferences, District or Chapter workshops to appropriate LLL Alliance PL staff for review prior to duplication or distribution.

Attends PL in-service meetings and workshops (e.g., Regional Meetings, International Management Symposium IMS], etc.) when possible, taking part as needed.

Passes on to her successor all PL resources including PL Notebook, PL memos ('Building Bridges,' Advisory), MQFS, *Breastfeeding Abstracts*, reference books and PL correspondence and information files.

In Areas where there are Associate Area Professional Liaison Leaders (AAPLs):

APL, after consultation with ACL and APLDA, appoints AAPLs and is responsible for their orientation and training, as well as for passing along communication from LLLI and LLL Alliance PL staff.

APL is encouraged to delegate appropriate responsibilities to AAPLS, such as writing for the ALL, planning and participating in Area educational offerings, reviewing outlines for professional speaking engagements, etc.

APL receives Semi-Annual Reports (SARS) from AAPLs, compiling the information for inclusion with her own SAR.

* optional activities