

Division of Community Nutrition

<i>Subject:</i> Breastfeeding Contact Guidelines		<i>Policy:</i> BF 01.4
<i>Reference:</i> §C.F.R. 246.11	<i>Effective:</i> January 6, 2025	<i>Supersedes:</i> August 12, 2013

I. Policy:

Breastfeeding personnel will contact pregnant and breastfeeding participants within standard WIC protocols.

II. Procedure(s):

A. Breastfeeding personnel will provide:

- 1) Each pregnant participant with a BAPT (Breastfeeding Prediction Attrition Tool) survey.
- 2) Each pregnant participant with at least one contact in the WIC clinic setting following WIC certification and a minimum of two additional contacts prior to delivery to discuss infant feeding options using the Value Enhanced Nutrition Assessment (VENA) principles.
 - a. Breastfeeding referrals and subsequent contacts will be documented in Crossroads.
 - b. Participants will be informed that they may request additional contacts for assistance.
- 2) Each participant will receive one contact within one week of breastfeeding personnel being notified of the birth of the infant.
- 3) Frequency and type of contacts will be mutually agreed upon between the breastfeeding mother and breastfeeding personnel and the schedule will be documented in Crossroads.
 - a. Breastfeeding personnel will take responsibility for following the established schedule and for contacting each breastfeeding participant.
 - b. Participants will be informed that they may request additional contacts for assistance.

- #### **B. Breastfeeding Personnel shall document each breastfeeding contact and failure to show in Crossroads. When contacts cease for reasons such as education refusal, weaning, WIC termination, or after three consecutive failed attempts to contact a pregnant or breastfeeding participant, the file may be closed with the date and reason documented in Crossroads.**