

Division of Community Nutrition

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| <i>Subject:</i> Breastfeeding Promotion and Support | | <i>Policy:</i> BF 01.0 |
| <i>Reference:</i> C.F.R. §246.3 | <i>Effective:</i> January 6, 2025 | <i>Supersedes:</i> March 22, 2022 |

I. Policy:

Local Agencies must ensure that all WIC staff promote breastfeeding as the standard infant feeding method and that all clinics provide a breastfeeding-supportive environment for WIC participants and staff. No financial or material inducements (pens, calendars, exhibition boxes etc.) offered by formula and/or food manufacturers or distributors will be accepted by staff or distributed to participants.

II. Procedure(s):

A. All WIC staff must have:

1. Position-specific breastfeeding promotion and support responsibilities outlined in their Employee Work Profile (EWP).
2. Scope of practice appropriate breastfeeding promotion and support training incorporated into their onboarding and annual training.
3. Throughout the year, all staff will promote breastfeeding to WIC participants within their scope of practice.

B. Each Local Agency shall have, at minimum, the following breastfeeding staff -

1. Breastfeeding Coordinator
2. Designated Breastfeeding Expert (DBE)
 - a. The Breastfeeding Coordinator may serve as the DBE
 - b. The WIC Coordinator must assure appropriate time be allocated to complete the duties required by each staff role
3. Breastfeeding Peer Counselor

C. Breastfeeding promotion and support services must be available for participants at all clinic locations.

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1. All clinics must provide a breastfeeding-supportive environment, that displays the following-
 - a. Posters, educational materials, and/or images that portray breastfeeding as the ideal method of infant feeding.
 - b. Signage that encourages breastfeeding and/or the expression of milk anywhere in the clinic, including the waiting room.
 - c. Signage that a private space is available for those wishing to breastfeed and/or express milk in private.
2. All clinics must be free from images, advertisements, or displays that show formula or bottle feeding.
 - a. Formula containers, images, advertisements, or branded materials, must not be on display.
 - b. Images (posters, pictures, brochures, etc.) that feature bottle feeding must not be on display.
 - c. This does not apply to materials provided in individual counseling sessions (i.e. providing a handout on paced bottle feeding)
3. Breastfeeding Peer Counselors must be provided with a private space to provide confidential individual education and counseling to WIC participants.