

Division of Community Nutrition

<i>Subject:</i> Breastfeeding Contact Guidelines		<i>Policy:</i> BF 01.4 - C
<i>Reference:</i> §C.F.R. 246.11	<i>Effective:</i> August 12, 2013	<i>Supersedes:</i> December 1, 2011

I. Policy:

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

II. Procedure(s):

A. Breastfeeding personnel shall provide:

- 1) 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 shall be made using Crossroads.
 - b. Participants shall be informed that they may request additional contacts for assistance.
- 2) Each breastfeeding participant shall receive one contact within one week of breastfeeding personnel being notified of the birth of the infant.
- 3) Frequency and type of contacts shall be mutually agreed upon between the breastfeeding mother and breastfeeding personnel and the schedule shall be documented in Crossroads.
 - a. Breastfeeding personnel shall take responsibility for following the established schedule and for contacting each breastfeeding participant.
 - b. Participants shall be informed that they may request additional contacts for assistance.
- 3) 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 shall be closed with the date and reason documented in Crossroads.