

## Division of Community Nutrition

<i>Subject: Breastfeeding Personnel Guide</i>		<i>Policy: BF 01.0</i>
<i>Reference: C.F.R. §246.3</i>	<i>Effective: August 12, 2013</i>	<i>Supersedes: December 1, 2008</i>

### **I. Policy:**

All WIC personnel shall promote breastfeeding as the preferred infant feeding method.

### **II. Procedure(s):**

- A. All WIC personnel shall have breastfeeding promotion and support responsibilities outlined in their Employee Work Profile (EWP) or formal job description.
- B. All WIC personnel shall have task appropriate lactation management training incorporated into their orientation program. Refer to Policy NEd 04.0 for guidelines.
  - 1) Each local agency shall appoint a breastfeeding coordinator to ensure breastfeeding activities are incorporated into WIC program operations
- C. Each local agency shall have a minimum of one (1) breastfeeding peer counselor to promote and support breastfeeding through the local agency
- D. All WIC personnel shall receive a minimum of 5 hours continuing lactation education annually