

Division of Community Nutrition

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| <i>Subject:</i> Breastfeeding Education | | <i>Policy:</i> BF 02.0 |
| <i>Reference:</i> §C.F.R. 246.11 | <i>Effective:</i> August 12, 2013 | <i>Supersedes:</i> October 1, 2009 |

I. Policy:

Local agencies shall promote breastfeeding as the preferred infant feeding method.

II. Procedure(s):

- A. Local agencies shall develop annual measurable objectives to increase breastfeeding incidence and duration as part of their WIC Services Plan (WSP) in accordance with ADM 04.0.1. The local agency breastfeeding coordinator shall assist the WIC Coordinator in planning, monitoring, and evaluating the breastfeeding annual objectives as written in the WSP.
- B. All local agencies shall create a breastfeeding-friendly environment based on the following:
 - 1) Positive breastfeeding messages shall be included in educational activities, materials, and outreach efforts.
 - 2) Formula advertisements, printed materials (e.g. posters, note pads, etc.) with formula names displayed, and cans / bottles (cases) of formula shall not be visible in local agency clinics.
 - 3) Local agency clinics shall provide a comfortable, discreet area for participants to breastfeed.
- C. Breastfeeding peer counselors shall be incorporated into WIC program operations to promote and support breastfeeding in accordance with Policy BF 01.0, BF 01.2 and BF 01.3.
- D. Each pregnant participant shall be informed of the following WIC benefits for breastfeeding participants:
 - 1) Breastfeeding participants receive WIC benefits up to one year; non-breastfeeding participants are eligible for only 6 months in accordance with CRT 02.0.
 - 2) Breastfeeding participants receive more variety and quantity of food than do non-breastfeeding participants.
 - 3) Breastfeeding participants who fully breastfeed (infants receive no formula) receive Food Package VII which includes tuna or salmon and additional cheese, eggs, and fruits and vegetables, in accordance with FDS 02.2.6.
 - 4) Breastfeeding women are a higher priority than non-breastfeeding women in accordance with CRT 06.5 .