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.

C. Each local agency shall have the following breastfeeding staff:
   a. A Breastfeeding Coordinator to ensure breastfeeding activities are incorporated into WIC program operations.
   b. A minimum of one Designated Breastfeeding Expert (DBE) to receive referrals from Breastfeeding Peer Counselors (BFPC) for cases outside the BFPC scope of practice.
      i. The Breastfeeding Coordinator may serve as the DBE.
      ii. Local agencies may have additional DBEs as needed.
   c. A minimum of one Breastfeeding Peer Counselor to provide peer support and promotion of breastfeeding.