

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: March 14, 2022</i>	<i>Supersedes: August 12, 2013</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.
- 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.