

Breastfeeding Volume  
WIC Breastfeeding Section

Local WIC provider Responsibility: Supportive Breastfeeding Environment (6.05050)

ER# 6.05050

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**POLICY:** All local WIC provider (LWP) WIC clinics shall establish and maintain an environment that supports and encourages women to initiate and continue breastfeeding.

**PURPOSE:** To promote breastfeeding as the preferred method of infant feeding and to optimize the health of all WIC children by increasing the percentage of women who breastfeed.

**PROCEDURES:**

- A. The local agencies are responsible for ensuring that a positive clinic environment is created which clearly endorses and supports breastfeeding for all WIC participants.
- B. Educational materials must be made available to participants, which portray breastfeeding as the preferred infant feeding method in a manner that is culturally and aesthetically appropriate.
- C. Breastfeeding promotional materials must be displayed in all rooms in which participants receive nutrition/breastfeeding education and the WIC waiting room. Breastfeeding promotional materials include posters, pictures, signs and literature that promote breastfeeding.
- D. All printed material, audio-visual material, and office supplies, such as cups, pens and note-pads, shall be free of formula product names.
- E. Local WIC provider staff shall exhibit a positive attitude toward breastfeeding and are to incorporate positive breastfeeding messages in all relevant education materials, outreach efforts and education activities for program participants and potential participants.
- F. The visibility of infant formula and formula coupons shall be minimized by insuring that cans of formula and coupons are stored out of view of the participants. Formula coupons are given to participants at the discretion of the nutritionist.
- G. Breastfeeding should be encouraged throughout the WIC clinic, including the WIC waiting room, but an area that is private should be provided for women who request it.