

**DISTRICT OF COLUMBIA WIC PROGRAM
POLICY AND PROCEDURE MANUAL**

**Policy & Procedure Number: 2.018
Effective Date: 01/01/2016**

Functional Area: II. NUTRITION SERVICES

Subject: Local Agency Standards for Breastfeeding Promotion and Support

Policy

1. Local agencies must incorporate task-appropriate breastfeeding promotion and support training into orientation programs for all new staff involved in direct contact with WIC clients.
2. All pregnant participants shall be encouraged to exclusively breastfeed their infants for approximately the first 6 months, and continue with appropriate food supplementation for at least the first 12 months and thereafter, for as long as mutually desired by the mother and child unless contraindicated for health reasons.
3. Local agencies must ensure a positive breastfeeding environment that endorses breastfeeding as the preferred method of infant feeding. Formula signs or other pictures depicting formula may not be displayed in WIC clinics as this may be perceived as formula promotion.
4. Local agencies must submit an annual “Breastfeeding Promotion Plan” outlining how breastfeeding resources will be used to create a positive breastfeeding environment that promotes and supports breastfeeding.
5. Local agencies must ensure that women have access to and knowledge of breastfeeding promotion and support activities during the prenatal and postpartum periods, including, but not limited to, hiring Breastfeeding Peer Counselors and hosting Beautiful Beginnings Club meetings.
6. Local agencies will coordinate breastfeeding promotion efforts within their agency clinics and departments.
7. Local agencies must offer a breastfeeding education/check pick-up class for pregnant and breastfeeding women. The Local agency staff must make every reasonable effort to schedule pregnant and breastfeeding women for these classes at least once during the pregnancy and at least once for breastfeeding women.

Basis for policy

CFR § 246.11 (c) (7) and (d) Nutrition Education

Procedure

The following procedure must be followed by local agency staff pertaining to standards for breastfeeding promotion and support:

1. Develop a plan for training new staff on breastfeeding promotion, policy and support. This plan may include state agency approved breastfeeding training sessions from outside sources (La Leche League, breastfeeding workshops, etc.) as well as State Agency sponsored training.
2. Submit a “Breastfeeding Promotion Plan” at the beginning of each fiscal year that demonstrates/outlines how each clinic plans to use peer counselors, breastfeeding support materials, and specified educational strategies to promote breastfeeding.
3. Encourage the prenatal participant to choose breastfeeding as the method of infant feeding for at least the first 12 months of life unless contraindicated for health reasons. These health reasons include:
 - a. Untreated active tuberculosis,
 - b. Human immunodeficiency virus (HIV),
 - c. Human t-lymphotropic virus type 1 (HTLV-1),
 - d. Use of illegal drugs,
 - e. Use of radioactive isotopes, antimetabolites, cancer chemotherapy agents, and
 - f. In environmental contamination such as significant exposure to herbicides, certain pesticides from waste disposal sites, and home exposure to lead-based paint if maternal levels are high.
 - g. Galactosemia in the infant.
4. According to the most recent research (the American Academy of Pediatrics 2005 position paper on breastfeeding), breastfeeding is NOT contraindicated in mothers with:
 - a. Hepatitis B or C
 - b. Cytomegalovirus
 - c. Diabetes
 - d. Mothers who smoke tobacco
 - e. Mothers who drink occasionally
5. Endorse breastfeeding as the normal and preferred infant feeding method by:
 - a. Storing formula and bottle-feeding paraphernalia out of view of participants.
 - b. Not using educational materials with formula product names.
 - c. Not using office supplies such as cups, pens, and note-pads with formula product names in the WIC clinic, and keeping those items out of the view of clients.
 - d. Designating a comfortable space away from an entrance where a breastfeeding woman may breastfeed her baby if she wants more

- privacy. Please note: WIC participants are encouraged to breastfeed anywhere they want in the WIC clinic.
- e. Posting breastfeeding information including posters, in plain view of all participants.
6. The Certified Professional Authority (CPA) or the clinic breastfeeding peer counselor (BPC) provides a documented basic education contact that assesses the prenatal participant's knowledge, concerns, and attitudes related to breastfeeding and provides breastfeeding education and support based on this assessment.
 7. Schedule pregnant women to meet with a BPC or attend a breastfeeding class or support activity at least once during the prenatal certification period. Encourage family members to attend these sessions. Document this contact in the nutrition education section of the participant's DC CARES file. Should a participant miss a scheduled nutrition education appointment, the local agency shall document this "no-show" in the nutrition education section of the participant's DC CARES file.
 - a. Each clinic site serving pregnant women must regularly schedule a Beautiful Beginnings Club nutrition education contact for pregnant women to attend, preferably at their first voucher pickup following certification.
 - b. The Local Agency may use the State Agency developed "Myths and Misconceptions" or the "Breast is Best" game or a State Agency approved class outline that addresses benefits of breastfeeding to mother and child, common misconceptions about breastfeeding, common problems encountered during the first two weeks of breastfeeding and positioning.
 - c. A breastfeeding peer counselor may teach these classes.
 - d. Class length should be 10 to 30 minutes.
 - e. Refer women requiring assistance with unresolved breastfeeding issues to a BPC or lactation consultant to help mothers maintain or increase milk supply and provide support for breastfeeding women in special situations (employment, hospitalization, multiples, etc.), especially when breastfeeding women request formula supplements.
 8. Assess breastfeeding women and their infants as early as possible in the postpartum period, preferably within the first 2 weeks.
 9. Schedule breastfeeding women to meet with a BPC or attend a breastfeeding class or support activity at least once during the breastfeeding certification period. Encourage family members to attend these sessions. Document this contact in the nutrition education section of the participant's DC CARES file. Should a participant miss a scheduled nutrition education appointment, the local agency shall document this "no-show" in the nutrition education section of the participant's DC CARES file.

10. Obtain culturally sensitive, appropriate, and translated breastfeeding education materials relevant to the agency's target population that have been approved by the State Agency.
11. Share the WIC program's health-related policies with other health care programs and departments within the agency to encourage a strong cooperative working relationship. Educating our partners will help to insure that they have a clear and accurate understanding of the services that are available to WIC participants.

APPENDIX

N/A

REFERENCE

N/A

APPENDIX