

Section II Breastfeeding Promotion and Support

Training Requirement

The California WIC Nutrition Education Committee, comprised of state and local agency staff, ensures that all nutrition education materials support breastfeeding promotion. WIC's Nutrition Service Plan requires local agencies to train all staff on breastfeeding promotion and support. This training must be 20 hours in length. Local agencies may select from a variety of training modules including the *Using Loving Support™ to Grow and Glow in WIC (Breastfeeding Competency Training)* and the *California WIC Peer Counseling Training Manual*, which is based on the Loving Support model. Staff is trained to promote breastfeeding and provide support to new mothers as needed.

WIC Food Instrument Distribution Requirement

California WIC Program Manual, WIC 380-10, Section I, paragraph C, states that prior to mailing food instruments (FIs) to participants, local agencies are required to "...ensure that the required minimum nutrition education contacts for each participant category within the certification period are met." These contacts include nutrition education or breastfeeding counseling and recertification as appropriate for the participant's category and certification period.