

Breastfeeding Vision

The California WIC Program's vision is that the norm for infant feeding will be exclusive breastfeeding for approximately the first six months of life with continued breastfeeding through the infant's first birthday. Every woman enrolled in the California WIC program will have the information, resources and support to breastfeed for at least 12 months and thereafter for as long as mutually desired.

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Ten Steps to Successful Breastfeeding

California WIC Program*

1. Develop and implement a written breastfeeding policy that recommends exclusive breastfeeding and is routinely communicated to all WIC staff and contracted employees.
2. Train all staff in the necessary skills to implement the breastfeeding policy.
3. Provide culturally appropriate, learner-centered breastfeeding education to ensure participants make an informed infant feeding decision.
4. Provide encouragement and support for mothers to exclusively breastfeed for approximately the first six months and to continue to breastfeed through the infant's first birthday and thereafter as long as mutually desired.
5. Create a breastfeeding friendly site/workplace for WIC participants and staff that clearly endorses breastfeeding as the norm for infant feeding.
6. Foster mother-to-mother support for breastfeeding.
7. Identify and refer participants to appropriate breastfeeding resources.
8. Work collaboratively with breastfeeding coalitions, hospitals, healthcare providers, maternal and child public health programs, community groups, employers, and policy makers to ensure breastfeeding messages are consistent and up-to-date and to increase overall support for breastfeeding outside the WIC environment.
9. Develop annual goals to increase breastfeeding rates and strategies to achieve these goals.
10. Monitor and evaluate breastfeeding promotion and support activities on an on-going basis.

* WIC 600-00