

SECTION: BREASTFEEDING PROMOTION AND SUPPORT

SUBJECT: Breastfeeding Promotion and Support

ITEM: Overview

Local Agency (LA) staff shall encourage Women, Infants and Children (WIC) participants to fully breastfeed their infants up to age one year and beyond, establish breastfeeding as the normal way to feed infants, and establish WIC in the community as a source for breastfeeding assistance and information.

Position

The California WIC Program promotes fully breastfeeding as the norm for infant feeding, including the sick and premature newborn, with rare exceptions. Breast milk alone supports normal growth and development for the first six months of life. Gradual introduction of iron-rich solid foods at about six months of age should complement breastfeeding. Breastfeeding should continue through the infant's first birthday, and thereafter for as long as mutually desired.

Vision Statement

The State of California WIC breastfeeding vision:

- Breastfeeding is the norm for WIC mothers and their infants up to age one year and beyond; and
- WIC is known in the community as a source for breastfeeding assistance and information.

Goal

The goal of the California WIC Program is to increase the initiation and duration of breastfeeding within its participant population to achieve the Healthy People 2020 breastfeeding goals:

- 81.8 percent of babies will be breastfed ever;
- 60.6 percent will be breastfed at six months;
- 34.1 percent will be breastfed at one year;
- 46.2 percent will be fully breastfed through three months; and
- 25.5 percent will be fully breastfed through six months.

Authority

[7 CFR 246.11 \(c\) \(7\)](#)

[WIC Nutrition Services Standards](#)

Resources

[Evidence for the Ten Steps to Successful Breastfeeding, World Health Organization, 1998.](#)

[American Academy of Pediatrics Policy Statement, Pediatrics Vol.115 No. 2, February 2005, pp. 496-506.](#)

[Health People 2020, MICH 21.1-21.5 U.S. Department of Health and Human Services, November 2010,
<http://www.healthypeople.gov/2020/topicsobjectives2020/objectiveslist.aspx?topicid=26>](#)

Definitions

Fully (exclusively) breastfeeding – the practice of feeding only breastmilk (including expressed breastmilk) and allows the baby to receive vitamins, minerals or medicine.

Mostly breastfeeding – the practice of feeding breastmilk and some formula. The amount of formula must not exceed one half of the amount provided to a fully formula fed infant.

Some breastfeeding – the practice of feeding breastmilk at least once a day. The infant is receiving more than one half of the formula provided to fully formula fed infants.