
SECTION: BREASTFEEDING PROMOTION AND SUPPORT

SUBJECT: Breastfeeding Promotion and Support

ITEM: Supporting Fully Breastfeeding for the First 30 Days

Policy

The LA shall:

1. encourage all mothers to [fully breastfeed](#) and provide anticipatory guidance in the prenatal and early postpartum period to help them successfully initiate and continue to breastfeed for at least one year, if possible;
2. support a mother's decision to breastfeed by not issuing formula to an infant who is breastfed during the first 30 days of life until a complete evaluation of the infant's feeding and growth is done along with the appropriate education and anticipatory guidance; and
3. address any breastfeeding issues, and if necessary refer the mother to a [lactation specialist](#) (staff with at least 20 hours of breastfeeding training).

Required Procedures

- I. The LA shall support a WIC mother's infant feeding decision by:
 - A. providing prenatal and postpartum breastfeeding counseling, education and anticipatory guidance,
 - B. providing information about the breastfeeding services offered at the agency and in the community;
 - C. recertifying the mother within 6 weeks (WPM 240-10) and issuing a fully breastfeeding food package to the postpartum mother, and
 - D. scheduling a follow-up appointment when the infant is one month (over 30 days old) of age for feeding assessment and counseling.
- II. If a mother requests supplemental formula in the first 30 days of the infant's life, a lactation specialist shall:
 - A. conduct an evaluation to determine if there is a [health or nutritional condition](#) that would affect the infant's ability to grow and develop optimally on breast milk alone;
 - B. observe the infant breastfeeding if possible;
 - C. weigh the infant to assess current weight;

- D. provide counseling and appropriate education; and
 - E. review with the mother WIC benefits based on feeding choice.
- III. If a health and/or nutritional condition is found which affects the infant's ability to grow or develop optimally on breast milk alone or the mother is adamant that she wants formula, then the lactation specialist shall:
- A. determine the minimal amount of supplemental formula needed and prescribe the appropriate food package;
 - B. issue one month of the appropriate food packages for the mother and infant; and
 - C. schedule a follow-up appointment in one month.
- IV. At the follow-up appointment, staff shall provide the following:
- A. nutrition evaluation, including infant weighing to assess the need for continued supplementation
 - B. appropriate breastfeeding support, counseling and referrals;
 - C. re-evaluation of the amount of formula needed; and
 - D. selection of the appropriate food package for the mother and infant.

Related Resources

Referral Protocol & Formula Requests for Breastfeeding Mom in the First Month

Authority

7 CFR 246, Revisions in the WIC Food Packages; Interim Rule, December 6, 2007, WIC Nutrition Services Standards: Standards 12 and 13