
SECTION: BREASTFEEDING PROMOTION AND SUPPORT
SUBJECT: Breastfeeding Promotion and Support
ITEM: Local Agency Breastfeeding Promotion Policy



Policy The local agency shall have a written policy promoting breastfeeding and shall routinely communicate it to all WIC staff.

Authority for policy 7 CFR 246.11 (c) (7) and (e)

Minimum requirements At a minimum, the written breastfeeding promotion policy shall state that the local agency:

- promotes breastfeeding as the norm for infant feeding;
- promotes exclusive breastfeeding as the ideal nutrition for infants that it is sufficient to support optimal growth and development for approximately the first six months of life, unless medically contraindicated;
- recommends gradual introduction of complementary foods rich in iron beginning around 6 months of age;
- recommends breastfeeding continue for at least the first year of life, and thereafter, for as long as mutually desired;
- provides culturally appropriate, learner-centered breastfeeding education to ensure participants make an informed infant feeding decision; and
- has a designated breastfeeding coordinator who is responsible for developing, implementing, and evaluating breastfeeding promotion and support activities.

**Communication
of the written
breastfeeding
promotion policy
to staff**

The local agencies shall:

- review the written breastfeeding promotion policy at orientation of all new WIC staff, volunteers, and contract employees,
- review the written breastfeeding promotion policy with all staff at least once a year, and
- ensure that all staff is trained to implement the breastfeeding promotion policy.