

**SECTION:** BREASTFEEDING PROMOTION AND SUPPORT

**SUBJECT:** Breastfeeding Friendly Environment

**ITEM:** *Agency Environment and Employee Support*



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**Policy** Local agencies shall take proactive measures to establish a breastfeeding friendly environment for WIC participants and WIC employees.

**Basis for policy**

- California Labor Code Section 1030, et seq. (AB 1025, Chapter 3.8, Statutes of 2001)
- Food and Nutrition Service, USDA, WIC Program Consolidated Regulations 7 CFR Ch. 11 (1-1-01), 246.12 (7) (i)
- USDA Food and Nutrition Services' Nutrition Services Standards 19B
- The International Code of Marketing of Breastmilk Substitutes  
(All of the above citations are included in the Breastfeeding Resource Manual.)

**Minimum requirements**

**Local agencies shall:**

- Agency Environment
- Display the California WIC Program's Breastfeeding Mission Statement in areas visible to WIC employees.
  - Display posters, pictures, and/or photographs of women breastfeeding in areas visible to WIC participants. Ensure images portray breastfeeding in a positive manner. Local agencies shall strive to display images that reflect the ethnicity of the WIC participants served.
  - Ensure magazines, books and educational materials, and incentive items that are displayed or provided to WIC participants do not promote or market formula.
  - Ensure formula, formula materials, formula logos, bottles and pacifiers are not in view except during use as a teaching aid.
  - Make a reasonable effort to provide a private area at the WIC site for participants to receive help with breastfeeding or who request to breastfeed privately.

## Minimum requirements (cont.)

### Employee Support:

- Make a reasonable effort to provide breastfeeding WIC employees with the use of a private, clean and comfortable area in close proximity to the employee's work area for expressing milk.
- Provide a reasonable amount of break time for WIC employees to express breast milk or breastfeed.
- Allow staff to use an electric breast pump\* during working hours if:
  - it is purchased with non-WIC funds; or
  - it is used for participant education and/or breastfeeding support (i.e. relieve engorgement) at the WIC site.

\*A participant may not be denied the use of an electric breast pump if one is available.

- Provide pump kits purchased with WIC funds only to WIC participants.
- Inform all new WIC employees at orientation of breastfeeding support available for employees.
- Inform pregnant WIC employees of policies, facilities, information, and resources to support breastfeeding.
- Offer breastfeeding support to WIC employees in the early postpartum period.

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## Best practices

### The following are best practices:

### Employee Support

- Promote childcare facilities in close proximity to WIC employee work sites funded by employees and/or other non-WIC sources to enable mothers to breastfeed their infants during the workday. In the absence of on-site day care, allow infants to be brought to the workplace during break times to be breastfed.
  - Provide alternative work schedules such as part-time employment, job sharing, flex schedules, and/or a gradual return to work so breastfeeding employees experience less disruption to the breastfeeding process.
  - Create on-site support groups for breastfeeding WIC participants and WIC employees.
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