

BREASTFEEDING PROMOTION & SUPPORT WPPM #600-10

Subject: Breastfeeding Promotion and Support

Item: Supporting Breastfeeding for the First 30 Days

PURPOSE:

To provide guidance for supporting participants to meet their breastfeeding goals during the first 30 days of life.

POLICY:

- I. Local agency (LA) staff must ensure participants are provided the information and the support they need to successfully meet their breastfeeding goals, especially during the first 30 days of life.

PROCEDURES:

- I. The Competent Professional Authority (CPA) must support breastfeeding participants by:
 - A. Scheduling an infant certification appointment within the first 30 days and a follow-up appointment within the next month for feeding assessment and breastfeeding support.
 - B. Completing a comprehensive nutrition assessment to determine infant nutritional needs. Based on the parent's infant feeding goals, issue the minimum amount of formula during the first 30 days of life to meet the infant's nutritional needs and parent's breastfeeding goals.
 - C. Portraying breastfeeding as the norm in all sites.
 - D. Providing early infancy (postpartum) Baby Behavior education about the impact of infant formula on breastfeeding and breast milk production. Reviewing early infancy baby behavior messages about baby cues, hunger, and fullness.
 - E. Providing postpartum breastfeeding counseling, education, and anticipatory guidance based on the nutrition assessment and participant concerns.
 - F. Supporting parents' feeding choice by helping participants continue to breastfeed to meet their breastfeeding goals.
 - G. Addressing any breastfeeding issues, and if necessary, referring the participant to a LA staff with at least 40 hours of breastfeeding training*.
 - H. Offering information about the breastfeeding services available at the LA and in the community.
 - I. Recertifying the postpartum parent within six weeks and issuing the appropriate food package based on the comprehensive nutrition and breastfeeding assessment. Refer to WPPM 240-10.
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II. Before Supplementation

- A. If a breastfeeding participant requests supplemental formula in the first 30 days of the infant's life, a LA staff with at least 40 hours of breastfeeding training must:
 - 1. Conduct an assessment to determine if additional breastfeeding support and referrals are needed. When possible:
 - a. Weigh the infant to assess current weight and
 - b. Observe the infant breastfeeding.
 - 2. Discuss the benefits of breastfeeding and the impact of infant formula on breast milk production.
 - 3. Provide counseling and appropriate education including breastfeeding support and baby behavior messaging.

III. Issuing supplemental formula after assessment

- A. If a health and/or nutritional condition is found which affects the infant's ability to grow or develop normally on breast milk alone, or the breastfeeding participant's goal is to provide both formula and breast milk to their infant, then the staff with 40 hours of breastfeeding training must:
 - 1. Determine the minimum amount of infant formula needed while supporting maximum breastfeeding.
 - 2. Issue one month of the appropriate food packages to the breastfeeding participant and infant.
 - 3. Schedule an appointment in one month to assess breastfeeding status.

IV. Follow-Up at the next appointment

- A. CPA staff must provide the following:
 - 1. Nutrition assessment, including infant weighing, when possible, to assess the need for continued supplementation.
 - 2. Appropriate breastfeeding support, counseling, and referrals.
 - 3. Re-evaluation of the minimum amount of formula needed to support the participant's breastfeeding goals and meet the infant's nutritional needs.
 - 4. Issuance of the appropriate food packages for the breastfeeding participant and infant.
 - 5. Schedule next appointment according to the Nutrition Education Plan.

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V. 40 hours of breastfeeding training

A. LA staff must complete one of the four training options:

1. USDA WIC BF Curriculum training Levels 1 & 2 and complete a local agency developed supplementation assessment training.
2. USDA WIC BF Curriculum training Levels 1 & 2 and the Grow Our Own Lactation Prep Course.
3. USDA WIC BF Curriculum training Levels 1 & 2 and have an International Board Certified Lactation Consultant (IBCLC) certification.
4. USDA WIC BF Curriculum training Levels 1 & 2 and complete a CDPH/WIC approved breastfeeding training.

AUTHORITY:

[7 CFR §246.10\(e\) Supplemental foods](#)

[7 CFR §246.11\(e\) Participant contacts](#)

[Nutrition Services Standards: Standards 12 and 13](#)

RESOURCE:

[USDA WIC Breastfeeding Curriculum Training](#)

CROSS REFERENCE:

WPPM 240-10 Length of Certification

WPPM 970-10 Glossary