
SECTION: BREASTFEEDING PROMOTION AND SUPPORT

SUBJECT: Breastfeeding Promotion and Support

ITEM: Local Agency Breastfeeding Promotion Policy

Policy

To ensure Local Agency (LA) staff understands Women, Infants and Children's (WIC's) commitment to the promotion and support of breastfeeding, the LA shall have a written and posted policy promoting breastfeeding. The LA shall routinely communicate the policy to all WIC staff and contracted employees.

Required Procedures

I. Promotion

- A. The written breastfeeding promotion policy shall include the LA's plan and approach to:
 - 1. promoting breastfeeding as the norm for infants up to age one year and beyond;
 - 2. informing community partners that WIC is a source of breastfeeding assistance and information;
 - 3. acknowledging that breast milk alone is sufficient to support growth and development for approximately the first six months of life, unless medically contraindicated;
 - 4. recommending gradual introduction of complementary foods rich in iron beginning around 6 months of age;
 - 5. providing culturally appropriate, learner-centered breastfeeding education to participants; and
 - 6. supporting breastfeeding staff.

II. Communication

- A. The LA shall communicate the written breastfeeding promotion policy by:
 - 1. reviewing the policy at orientation of all new WIC staff, volunteers, and contract employees;
 - 2. reviewing the policy with all staff at least every 12 months; and

3. ensuring that staff is trained to implement the breastfeeding promotion policy.

III. Non Discrimination Statement

- A. Breastfeeding promotion and support materials that strictly provide a nutrition message and simply carry the WIC logo with no other mention of the WIC program are not required to contain the nondiscrimination statement.

Authority

7 CFR 246.11 (c) (7) and (e)