



3 NUTRITION SERVICES
3.40 Breastfeeding Plan

Effective: 12/1/95

Revised: 8/1/11

Changes in Bold

POLICY: Local WIC Programs will work within their communities to establish breastfeeding as the norm for infant feeding. All WIC personnel have a role to play in this endeavor by providing the promotion and support necessary for the successful initiation and continuation of breastfeeding within the WIC community.

POSITION: The Wisconsin WIC Program promotes breastfeeding as the norm for infant feeding. Exclusive breastfeeding is ideal nutrition and supports optimal growth and development for approximately the first six months after birth. Exclusive breastfeeding is defined as the provision of breast milk **only**, with no other liquids or solids. **It is recommended to avoid any supplemental formula in the first 4 weeks of an infant(s) life to protect the mother's milk supply and to ensure success at continued breastfeeding.** Gradual introduction of **nutrient**-rich foods in the second half of the first year should complement the breastmilk diet. Breastfeeding should continue through the infant's first birthday, and thereafter for as long as mutually desired.

STATE GOALS:

The Healthy People 2020 goals for breastfeeding initiation and duration are that at least 81.9 % of infants are breastfed in the early postpartum period, at least 60.5 % of mothers will continue breastfeeding until the infant is 6 months of age, and at least 34.1 % continue to be breastfed at 12 months. The targets for exclusive breastfeeding at 3 months and 6 months are 44.3 % and 23.7 % respectively.

PROCEDURE:

A. PROJECT OBJECTIVE

Each local WIC Program will identify percentage **increase** for the following breastfeeding outcomes: ever breastfed (incidence); **breastfed duration: at least one month, 3 months, 6 months and 12 months; and breastfed exclusivity at 3 months and at 6 months.**

B. REQUIRED ACTIONS TO ACHIEVE THE OBJECTIVE

1. Consistently promote breastfeeding as the preferred method of infant feeding and **provide** a breastfeeding-friendly environment.
 - a) Mention breastfeeding first in all written and verbal communication when educating participants regarding infant feeding.
 - b) Limit the visibility of infant formula and **the use of** related materials.
 - c) Provide a private area at the WIC site for participants to receive help with breastfeeding or who request to breastfeed privately.



- d) Use **culturally appropriate** breastfeeding messages in all WIC educational programs and materials, including those designed for staff, participants, and outreach.
- e) Ensure a workplace environment that is breastfeeding-friendly.
 - (1) **Provide breastfeeding WIC employees “a place, other than a bathroom, that is shielded from view and free from intrusion from coworkers and the public” for expressing milk.**
 - (2) **Provide a “reasonable break time for a WIC employee to express breast milk for her nursing child for 1 year after the child’s birth each time the employee has need to express milk.”**
2. Assure that appropriate breastfeeding education and support is offered to all pregnant women.
 - a) **Provide at least one breastfeeding contact to all pregnant women and address individual needs and concerns.**
 - (1) Define the roles of all staff in the promotion of breastfeeding and determine who will provide the contacts, how they will be provided, and when contacts will be provided.
 - (2) Define situations when breastfeeding is contraindicated, i.e., an infant whose mother uses illegal drugs, has untreated active tuberculosis or is HIV positive.
3. **Assure that appropriate breastfeeding education and support is offered to postpartum women.**
 - a) **Provide at least one breastfeeding contact in the early postpartum period (ideally within 7 days of baby’s birth).**
 - b) **Develop scheduling procedures to accommodate breastfeeding mothers and babies.**
4. **Develop a referral system with release of information to specialized lactation services in situations that are out of the scope of practice for the WIC Breastfeeding Coordinator or other WIC clinic staff. Written consent for release of information can only be initiated by the RD or RN (see Policy 5.7C and Confidentiality Policy 10.41F.)**
5. Coordinate breastfeeding support with other programs and facilities such as:
 - a) Prenatal Care Coordination



- b) Hospitals
 - c) Family Planning Programs
 - d) Day Care Centers
 - e) Employers and Schools
6. Assure orientation and training of all WIC staff on breastfeeding promotion and support.
- a) **Ensure that all staff completes the *WIC Foods and Focus* online breastfeeding training module.**
 - b) **Ensure that all staff completes the online WIC Breastfeeding Support Module.**
 - c) **Ensure that all staff attends Grow and Glow in WIC: Breastfeeding Training for Local WIC staff.**
 - d) **Assure on-going breastfeeding training for all WIC staff.**
7. Evaluate breastfeeding promotion and support efforts annually.
- a) **Evaluate breastfeeding education materials using the *Nutrition Education Materials Checklist* in Policy 3.36. Use of state-developed materials is strongly recommended.**
 - b) **Evaluate ROSIE breastfeeding initiation and duration reports. If rates are below the statewide rates and Healthy People 2020 targets, intensify breastfeeding support efforts as highlighted in this policy.**
 - c) **Evaluate ROSIE ‘Breastfeeding Termination Reasons by Age’ report to assess main reasons for discontinuation so support can be provided at critical points in the postpartum period to increase breastfeeding duration.**
 - d) **Evaluate ROSIE ‘Secondary Education’ report to assess if breastfeeding support is offered in the early postpartum period (ideally within 7 days).**
 - e) **Evaluate ROSIE ‘One-Month-Old Infants Receiving > 1 Can Formula’ report to monitor minimal formula issuance in the first 4 weeks of an infant(s) life.**



C. RECOMMENDED ACTIONS

1. **Establish a *Loving Support* through Peer Counseling Program. (See Policy 3.42)**
2. **Be an active member of a local breastfeeding coalition.**
3. **Build a link between area maternity facilities and the local WIC Project to improve breastfeeding practices.**
4. **Coordinate WIC's breastfeeding support activities with primary care providers.**
5. **Establish relationships with community businesses to implement or expand a worksite lactation program, e.g., Business Case for Breastfeeding.**

D. RESOURCES

See current Breastfeeding Resource List.