

New Hampshire WIC Policy & Procedure Manual

Chapter 2. NUTRITION SERVICES

D. Breastfeeding Promotion

Breastfeeding Promotion Policy

Purpose To encourage all women to initiate breastfeeding and continue exclusive breastfeeding through the first 6 months.

Policy All local agencies shall discuss benefits of exclusive breastfeeding to pregnant participants and provide a breastfeeding friendly clinic environment that is supportive of breastfeeding mothers.

Authority 7 CFR 246.11(c)(7), 246.11(e)(1)
Six Steps to a Breastfeeding-Friendly WIC Clinic, NWA revised 2011
NSS Standard 3 S - WIC Designated Breastfeeding Expert

Procedure All staff shall promote exclusive breastfeeding as the normal and optimal way to feed an infant. All pregnant participants shall be encouraged to breastfeed unless contraindicated for health reasons.

All local agencies shall strive to provide a Breastfeeding-Friendly WIC clinic, using the Six Steps to a Breastfeeding-Friendly WIC Clinic.

All local agencies shall have a designated breastfeeding coordinator that leads and encourages all staff to promote and support breastfeeding.

All local agency staff shall complete the WIC Breastfeeding Training Curriculum level (s) according to their position within one year of hire, with the exception of peer counselors. See Breastfeeding Peer Counselor Program Description.

All WIC women shall have access to breastfeeding promotion and support activities during their prenatal and postpartum period.

Prenatal:

The local agency shall provide a supportive prenatal clinic environment that encourages women to make an informed decision about feeding, including:

- information about exclusive breastfeeding, and
- answers to participant breastfeeding questions.

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Postpartum:

The local agency shall provide a postpartum breastfeeding clinic environment that supports breastfeeding mothers.

1. All local agencies shall have qualified and trained WIC staff who can answer breastfeeding questions and provide breastfeeding assistance and support to WIC participants.

Qualified and trained individuals include: Breastfeeding Peer Counselors, Certified Lactation Counselors, and Breastfeeding Coordinators, Nutritionists and Designated Breastfeeding Expert (DBE) who have attended a Breastfeeding Basics training or the WIC Breastfeeding Training Curriculum. See Designated Breastfeeding Expert job description.

2. Breastfeeding mothers requesting formula or an increase in the amount of formula receiving are referred to a Breastfeeding Peer Counselor, Nutritionist or DBE for an assessment and plan prior to issuing any formula.

The local agency shall also provide breastfeeding mothers with:

- encouragement to breastfeed their babies in the clinic setting, or
- a private place in the clinic setting to breastfeed upon request (a bathroom is not acceptable).

Exception

Mothers who use illegal drugs, are taking certain medications, or whose healthcare provider does not recommend breastfeeding on an individual basis.

Mothers who are HIV positive should have a discussion with their HCP based on CDC revised language on HIV and breastfeeding in February 2023 to determine the safety of breastfeeding if they are HIV positive.