

New Hampshire WIC Policy & Procedure Manual

Chapter Number 2. NUTRITION AND BREASTFEEDING SERVICES

D. Breastfeeding Promotion

Materials Distributed and Visible to Participants in WIC Clinics and Offices

Purpose: To assure the WIC local agency staff and clinic environment promote and support exclusive breastfeeding to all participants.

Policy All local agency offices, clinic environment and office supplies shall be free from infant formula names, logos and advertisements. Education materials, posters, magazines and brochures shall be free from infant formula names or logos. Bottles and cans of infant formula shall not be visible to participants.

Authority **246.11(c)(7)(i)**

Procedure All materials distributed and visible in the WIC office and clinic shall:

- Promote breastfeeding;
- Be free of infant formula product names or logos. This includes nutrition education materials, infant feeding materials, posters, magazines, and office supplies such as cups, pens, calendars and notepads;
- Be free of language that undermines the mother's confidence in her ability to breastfeed;
- Be culturally appropriate;
- Be at an appropriate reading level for WIC participants; and
- Be accurate and up to date.

Exception Education materials provided by WIC used solely for informing a participant of the type and size can of formula issued on benefits.

Best Practice To include a statement on the benefits of breastfeeding on all materials distributed to participants.