

Section II: Local Agency Procedure Manual

II. Local Nutrition Services

E. Breastfeeding Promotion and Support

Purpose

To ensure Federal and State requirements in the promotion and support of breastfeeding are met and to work to increase breastfeeding initiation and duration rates within the State of Montana.

Policy

Local agencies are to provide a breastfeeding friendly environment and breastfeeding promotion and support activities.

1. Breastfeeding Promotion and Support

- Local Agency staff will encourage breastfeeding and ensure women have access to breastfeeding promotion and support activities during the prenatal and postpartum periods by:
 - Providing a breastfeeding-friendly WIC clinic to assure participants feel comfortable breastfeeding their infants in the clinic and asking questions about breastfeeding.
 - Providing educational material and access to breast pumps.
 - Marketing and promoting breastfeeding as the optimal and normal way to feed an infant through visual aids, such as posters and other materials.
- All materials distributed to participants will be:
 - Free of any items with formula product names and/or logos, except for the WIC Approved Food List materials;
 - Free of language which undermines the woman's confidence in her ability to breastfeed;
 - An appropriate reading level for participants;
 - Appropriate for the various cultures served; and
 - Accurate and up to date.
- All formula returned to the clinic will be stored out of sight of participants until it can be destroyed.
- There shall be no formula related material posted around the clinic (pictures of formula, formula feeding, names of formula companies on items used, pictures of bottles, etc.)
- To help breastfeeding promotion, Local Agencies may want to consider:
 - Designing and providing a comfortable area for women to breastfeed;
 - Implementing breastfeeding support/education groups;
 - Sponsoring peer-led parenting groups; and/or

- Participating in the local breastfeeding coalitions and the Statewide Breastfeeding Coalition.

2. Breastfeeding Training

- Local Agency clinical staff will, at a minimum, be trained on breastfeeding promotion/support using the WIC Breastfeeding Support philosophy through New Employee Training (NET), or otherwise if offered separately from NET.
- Attendance at other trainings including the Breastfeeding Learning Collaborative, Breastfeeding Coalition training(s), online classes, and other breastfeeding specific courses are highly encouraged for all staff who have direct contact with participants.