



## Breastfeeding Promotion



### Policy C-G-1

March 31, 2011

**Purpose:** To promote, protect, and support our breastfeeding clients and staff.

**Policy:** Create a Breastfeeding Friendly WIC Clinic as adapted from the “Ten Steps to Breastfeeding Friendly Clinic” by Carol Peterson, MS, IBCLC.

**Procedure:**

- I. Maintain a written breastfeeding policy that is routinely communicated to Clinic staff.
  - A. Policy will be available in each clinic.
  - B. Staff will be instructed on the use of the policy in clinic practice.
  - C. Each clinic will designate a room for clients and staff to breastfeed and/or pump.
- II. Clinic staff will be trained on the skills necessary to apply this policy.
  - A. Training must include the ten steps to successful breastfeeding.
  - B. Clinic staff will be oriented to the breastfeeding policy upon hire.
- III. All pregnant women will be given written and/or verbal information about the benefits and the management of breastfeeding.
  - A. Clinic staff will document the discussion of breastfeeding in the clients chart.
  - B. Women who have never breastfed will be referred to lactation services.
- IV. Clinic staff will encourage mothers to initiate breastfeeding within 30 minutes of infant’s birth.
- V. Mothers will be given information on how to maintain lactation when they are to be separated from their infants.
  - A. Provide clients with information on breast pumps and how to express milk.
  - B. Staff will maintain training breast pump management.
  - C. WIC clients will be evaluated for the distribution of a single user breast pump in line with policy C-G-2.
- VI. Help mothers to understand that infants do not need to receive any food or drink other than breast milk until directed to do so by a physician.
  - A. Educate staff on situations where infants should receive food other than breast milk.

- B. Formula should not be visible to clients in the clinic area.
  - C. The clinic will not have any form of advertising of food or drink other than breast milk.
  - D. If formula must be provided it should be placed in a bag before dispensing to client.
- VII. Educate clients on the benefits of rooming in and staying with their babies 24 hours a day.
- VIII. Educate mothers on the benefit of breastfeeding on demand.
- A. Discuss how supply and demand relates to milk production.
  - B. Educate mothers on how to recognize early feeding cues.
- IX. Encourage mothers to not give pacifiers or artificial nipples until breastfeeding is well established.
- A. Discuss the use of pacifiers in relation to the infant having difficulty with latching to the breast and breastfeeding correctly.
- X. Promote the growth of breastfeeding support and refer mothers to breastfeeding resources in community.
- A. Each clinic will have a list of breastfeeding support groups, lactation consultants, and breastfeeding classes in the community.

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**District Director**

**Date**

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**Chairperson, Three Rivers District Board of Health**

**Date**