Subject: Breastfeeding Promotion and Support

Effective Date: October 1, 2006     Revised from: October 1, 2004

Policy: Local Agencies (LA) must promote and support breastfeeding as the preferred infant feeding method by: exhibiting a positive attitude; creating a positive environment; and providing information and assistance on the health benefits and advantages of breastfeeding to all pregnant and breastfeeding women.

Reference: CFR §246.11

Procedure:

1. LA must develop annual goals to increase breastfeeding incidence and duration in the Nutrition Services Plan (NSP.)
   a. The LA Breastfeeding Coordinator must plan, monitor and evaluate the agency’s breastfeeding promotion program (see NED:05.01.00 Staffing for Breastfeeding Promotion and Support and ADM:10.03.00 Breastfeeding Coordinator Job Responsibilities)
   b. Through the management evaluation (ME) process and the review of the LA’s NSP the State Agency (SA), LA, and clinic together will evaluate the progress of the breastfeeding promotion and support activities. Refer to the NSP Guidance (See Appendix 2) for more information.

2. LA or clinic Breastfeeding Coordinators are responsible for ensuring that a breastfeeding friendly clinic environment is created which clearly endorses and supports breastfeeding for all clients.
   a. Positive breastfeeding messages must be included in educational activities, materials, and outreach efforts. Messages are to be culturally and aesthetically appropriate for the population group.
   b. Formula product names must not be visible in the clinic.
      - Items displaying products names such as advertisements or cans or cases of formula should be stored out of sight.
      - Formula products names should not appear on printed materials, audio-visual materials, or office supplies such as cups, pens, notepads, etc.
   c. Make every effort to maintain a mother/infant area for client and employees that allows breastfeeding and pumping in a comfortable, clean and private environment (e.g. a designated lactation room.)
3. Clinics are encouraged to use breastfeeding peer counselors to promote and support breastfeeding.

4. LA should develop a breastfeeding referral resource system. Breastfeeding women who need more specialized support or management than the clinic can provide should be referred to lactation consultants, breastfeeding clinics, or a La Leche League Leader. Clinic staff should be encouraged to pursue an International Board Certified Lactation Consultant (IBCLC) designation to be available for in-house referrals.