



National WIC Association
Your child has you. And you have WIC.



National WIC Association Six Steps to Achieve Breastfeeding Goals Checklist

The Six Steps to Achieve Breastfeeding Goals for WIC Clinics is an integral part of the NWA National Breastfeeding Strategic Plan to assist agencies in improving and sustaining breastfeeding rates among WIC participants. The following checklist provides specific criteria for WIC clinic staff to assess their progress towards meeting these goals.

1. PRESENT EXCLUSIVE BREASTFEEDING AS THE NORM FOR ALL MOTHERS AND BABIES.

- Staff (e.g. nutritionists, front line personnel and peer counselors) educate prenatal women at their first appointment and at each additional prenatal contact about exclusive breastfeeding.
- Staff refers to exclusive breastfeeding, as the infant feeding norm, when discussing infant feeding with participants.
- Staff shares the benefits of the exclusive breastfeeding food package with all women.
- Staff asks postpartum women the question, "How can we help you with breastfeeding today?" at initial postpartum visit and continues to ask breastfeeding women at subsequent visits.
- Local Agency Breastfeeding Coordinator attends available community partner/coalition meetings to promote exclusive breastfeeding as the norm in WIC.

2. PROVIDE AN APPROPRIATE BREASTFEEDING-FRIENDLY ENVIRONMENT.

- Display posters, pictures, and/or photographs of women breastfeeding their infants in areas visible to WIC participants.
- Ensure magazines, books, educa-

tional materials, and incentive items that are displayed in the clinic or provided to WIC participants meet the International Code of Marketing of Breastmilk Substitutes (http://www.who.int/nutrition/publications/code_english.pdf).

- Participants are encouraged to breastfeed in the clinic, including the waiting room.
- Breastfeeding support classes/groups are offered.
- All formula, education materials related to formula, bottles and nipples are kept out of view of participants.
- A private area is available for breastfeeding consultations and for participants and staff who wish to breastfeed privately and/or express breastmilk.
- Staff is allowed flexible break and lunch time to accommodate lactation needs.
- Breastfeeding supplies are provided following appropriate assessment by trained staff.

3. ENSURE ACCESS TO COMPETENTLY TRAINED BREASTFEEDING STAFF AT EACH WIC CLINIC SITE.

- Staff, trained per State Agency guidelines, is available during clinic hours.
- Each WIC clinic site has access to consultation with an International Board Certified Lactation Consultant (IBCLC).
- A breastfeeding warm-line or peer counselors are available for after-hours calls.

4. DEVELOP PROCEDURES TO ACCOMMODATE BREASTFEEDING MOTHERS AND BABIES.

- Flexible scheduling is used to accommodate assessment, evaluation, and assistance to resolve breastfeeding issues.

- Trained staff is available at each WIC clinic site to provide breastfeeding support by phone, scheduled appointment or walk-in.
- Written evidence exists of collaboration with community partners assuring timely responses, seamless care and consistent breastfeeding messages and support for WIC participants.
- Referral network is established with community partners for breastfeeding support and assistance outside WIC hours.

5. MENTOR AND TRAIN ALL STAFF TO BECOME COMPETENT BREASTFEEDING ADVOCATES AND/OR COUNSELORS.

- Staff completes breastfeeding orientation and training per State Agency guidelines including WIC site supervisors and breastfeeding coordinators.
- Staff participates in breastfeeding training and on-going continuing education.
- Staff is supported to attain and maintain the IBCLC credential.
- Staff mentors each other through role playing and observations.
- Adequate clinic time is allowed for 'hands-on' breastfeeding training and mentoring.

6. SUPPORT EXCLUSIVE BREASTFEEDING THROUGH ASSESSMENT, EVALUATION, AND ASSISTANCE.

- An IBCLC is available at each WIC clinic site for breastfeeding referral and mentorship.
- Breastfeeding peer counselor services are incorporated and available at each WIC clinic site.
- Staff is equipped with skills necessary to evaluate, assist and refer WIC participants with breastfeeding questions and concerns.