

Clinic Breastfeeding Environment**BF-1220.01**

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Policy

The State and Local Agencies shall establish and maintain a positive clinic environment that clearly endorses and supports breastfeeding and human milk as the normative standard for infant feeding and nutrition. Printed, audiovisual materials, and office supplies that display formula product names and/or advertising, such as: cups, pens, badge holders, pins, posters and note-pads, are not permitted.

Purpose

To provide breastfeeding education, promotion and help to inform women participants and, as appropriate, their families (e.g., partner/spouse, grandmother) to not only understand the many health, nutritional, economical and emotional benefits of breastfeeding, but to be prepared and empowered to meet their breastfeeding goals.

Procedures

- I. Encourage breastfeeding anywhere in the clinic, including the waiting room.
- II. Use clinic area to promote breastfeeding as the optimal method of infant feeding; displaying posters, clear signage (including indicators of locations for private breastfeeding space), information pamphlets, etc
- III. For those wishing to breastfeed in private, provide space for participants/staff to breastfeed or express breastmilk via pump use or hand expression..
- IV. Store infant formula supplies, baby bottles, and nipples out of participants' view.

Authority

7 CFR § 246.11

Definitions/Supporting Information

Breastfeeding –the practice of feeding a mother's breast milk to her infant(s) on the average of at least once a day

Clinic - A facility where WIC business is conducted (e.g., certification and voucher issuance).