

WIC AND BREASTFEEDING: BREASTFEEDING PROMOTION

LEVEL 3 HANDOUT: IS YOUR CLINIC BREASTFEEDING-FRIENDLY?

Breastfeeding-Friendly WIC Clinic Recommendations	Yes	No
Physical Environment		
Culturally appropriate educational and promotional materials that portray breastfeeding as the best source of infant nutrition are visible in the clinic.		
Infant formula, formula company materials, displays, and logos are not visible publicly.		
A private space is available for mothers who wish to breastfeed and/or express milk in a discrete location.		
Mothers know this space is available.		
Breastfeeding-friendly accommodations (time and space) are provided for WIC staff who are breastfeeding.		
Signs announcing, "Breastfeeding Welcome Here" are displayed throughout the clinic.		
Breastfeeding practices are visually displayed in CPA offices and waiting rooms.		
Support		
All WIC staff demonstrate a positive attitude about breastfeeding and deliver positive and supportive messages.		
WIC staff make women who choose to breastfeed in the clinic comfortable.		
WIC mothers are offered names of staff and peer resources (ex: WIC clinic breastfeeding coordinator, WIC peer counselor, public health nurse, breastfeeding mothers group, etc.) to contact for ongoing encouragement, information, breast pumps, and other assistance.		
WIC staff encourage the mother's family and friends to participate in breastfeeding education and support sessions.		
The local agency or clinic website displays positive breastfeeding messages.		
All new WIC staff are trained in breastfeeding promotion and support appropriate to their role.		
All current WIC staff have been trained in breastfeeding promotion and support and receive continuing education updates.		