

**Subject: Breastfeeding Promotion and Support****Item: Local Agency Breastfeeding Promotion Policy**

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**PURPOSE:**

Provides information on the required breastfeeding promotion policy.

**POLICY:**

- I. To ensure local agency (LA) staff understands WIC's commitment to the promotion and support of breastfeeding, the LA must have a written and posted policy promoting breastfeeding. The LA must routinely communicate the policy to all WIC staff and contracted employees.

**PROCEDURE(S):**

- I. Promotion
  - A. The written breastfeeding promotion policy must include the LA's plan and approach to:
    1. Promoting breastfeeding as the norm for infants up to age one year and beyond.
    2. Informing community partners that WIC is a source of breastfeeding assistance and information.
    3. Acknowledging that breast milk alone is sufficient to support growth and development for approximately the first six months of life, unless medically contraindicated.
    4. Recommending gradual introduction of complementary foods rich in iron beginning around 6 months of age.
    5. Providing culturally appropriate, learner-centered breastfeeding education to participants.
    6. Supporting breastfeeding staff.
- II. Communication
  - A. The LA must communicate the written breastfeeding promotion policy by:
    1. Reviewing the policy at orientation of all new WIC staff, volunteers, and contract employees.
    2. Reviewing the policy with all staff at least every 12 months.
    3. Ensuring that staff is trained to implement the breastfeeding promotion policy.

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III. Non Discrimination Statement

- A. Breastfeeding promotion and support materials that strictly provide a nutrition message and simply carry the WIC logo with no other mention of the WIC program are not required to contain the nondiscrimination statement.

**AUTHORITY:**

[7 CFR §246.11 Nutrition education](#)