

# **BREASTFEEDING PROMOTION & SUPPORT WPPM # 600-00**

## **Subject: Breastfeeding Promotion and Support**

### **Item: Overview**

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#### **PURPOSE:**

Local Agency (LA) staff must encourage participants to fully breastfeed their infants up to age one year and beyond, establish breastfeeding as the normal way to feed infants, and establish WIC in the community as a source for breastfeeding assistance and information.

#### **POSITION:**

- I. The California WIC Program promotes fully breastfeeding as the norm for infant feeding, including the sick and premature newborn, with rare exceptions. Breast milk alone supports normal growth and development for the first six months of life. Gradual introduction of iron-rich solid foods at about six months of age should complement breastfeeding. Breastfeeding should continue through the infant's first birthday, and thereafter for as long as mutually desired.

#### **VISION STATEMENT(S):**

- I. The State of California WIC breastfeeding vision:
  - A. Breastfeeding is the norm for WIC mothers and their infants up to age one year and beyond.
  - B. WIC is known in the community as a source for breastfeeding assistance and information.

#### **GOAL(S):**

- I. The goal of the California WIC Program is to increase the initiation and duration of breastfeeding within its participant population to achieve the Healthy People 2020 breastfeeding goals:
  - A. 81.8 percent of babies will be breastfed.
  - B. 60.6 percent will be breastfed at six months.
  - C. 34.1 percent will be breastfed at one year.
  - D. 46.2 percent will be fully breastfed through three months.
  - E. 25.5 percent will be fully breastfed through six months.

#### **AUTHORITY:**

[7 CFR §246.11\(c\)\(7\) State agency responsibilities](#)

[WIC Nutrition Services Standards](#)

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## **RESOURCE:**

[Evidence for the Ten Steps to Successful Breastfeeding, World Health Organization, 1998.](#)

[Healthy People 2020](#)

## **CROSS REFERENCE:**

WPPM 970-10 Glossary