

Best Practice: Promoting and Supporting Breastfeeding in WIC

| Certification Visit | Assess and Inform | Follow-Up |
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| Initial Prenatal Certification | Assess the mother 's thoughts about breastfeeding. Questions to consider: <ul style="list-style-type: none"> • What have you heard about breastfeeding? • What was your previous experience like with your last baby? • If you breastfed your last baby, what was the experience like? What worked well? What was challenging? | Yield to a peer counselor for follow-up during her pregnancy |
| | Explore concerns the mother might have, being careful to assure her that her feelings are normal. | |
| | Explain how WIC supports her with breastfeeding: <ul style="list-style-type: none"> • Extra WIC foods for breastfeeding mothers and babies • Certification for both mother and baby through the first year of the baby 's life • Breastfeeding education classes and support group meetings • Breast pumps for certain needs • Breastfeeding peer counselors | |
| | Remind mothers to know their HIV status. | Yield to a health care professional if necessary |
| 2nd Prenatal Visit | Assess additional questions and thoughts mothers might have had about breastfeeding since the last visit: <ul style="list-style-type: none"> • Who can support you with breastfeeding? (ex: baby' s father, her mother, other family members, friends, co-workers) • What has your mother/partner told you about breastfeeding? • How do you feel about what they say? • What are your plans after the baby is born (i.e., returning to work or school?) • How supportive do you feel your employer will be? • What other questions do you have about breastfeeding? | Yield to a peer counselor if she is not currently being followed. |
| | Anticipatory Guidance: <ul style="list-style-type: none"> • How the breast makes milk • Combining breastfeeding and employment • Ways WIC supports breastfeeding, including no routine infant formula to breastfed babies less than 1 month old • Who can help | Yield to WIC Designated Breastfeeding Expert Invite mother to a prenatal class |
| 3rd Prenatal Visit | Assess how the mother is preparing for breastfeeding, including: <ul style="list-style-type: none"> • Classes she may have attended • Conversations she has had with her family and physician • Support after the baby is born | Invite mother to a prenatal class |

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| | <p>Anticipatory Guidance:</p> <ul style="list-style-type: none"> • Hospital practices that get breastfeeding off to a good start • The impact of supplementation on milk production • How to know her baby is getting enough milk • Feeding cues that will alert her that baby is ready to feed • Options for breastfeeding support in the community | Invite mother to a breastfeeding class or support group meeting in the community |
| | <p>Explain how WIC supports her with breastfeeding:</p> <ul style="list-style-type: none"> • No routine formula to help her establish a good milk production and protect her intention to breastfeed • Availability of breast pumps in certain circumstances • Food package for both the mother and baby through the first year of her baby ' s life • Access to peer counselor and WIC Designated Breastfeeding Expert to help her with her questions and concerns | Yield to WIC Designated Breastfeeding Expert for follow-up questions she might have |
| Before Delivery | <p>Assess by phoning mother within 1 week of expected delivery date</p> <ul style="list-style-type: none"> • How is pregnancy going? How comfortable is she? • What delivery plans is she expecting at this point? | Yield to a health care professional if appropriate |
| | <p>Remind her to:</p> <ul style="list-style-type: none"> • Come in as soon as possible after delivery to enroll baby on WIC and to receive assistance with breastfeeding, if needed • Contact her peer counselor as soon as her baby is born • Ask the hospital IBCLC to assist her with breastfeeding and to observe a feeding before she is discharged | Yield to WIC Designated Breastfeeding Expert as needed |
| After Delivery – telephone call and post-delivery WIC visit | <p>Assess how the mother feels breastfeeding is going and how baby is doing</p> <ul style="list-style-type: none"> • Call within 1 week to offer congratulations and praise • Ask how she feels breastfeeding is going • Find out how the mother thinks breastfeeding is going • Ask her baby' s output and weight loss/gain since delivery | Yield to WIC Designated Breastfeeding Expert |
| | <p>Anticipatory Guidance</p> <ul style="list-style-type: none"> • Baby ' s hunger and satiety cues • Growth spurts • How her breasts might feel as milk flow increases | |
| | <p>Remind mothers about the importance of exclusive breastfeeding for around the first 6 months of her baby ' s life.</p> | |
| | <p>Explain how WIC supports her with breastfeeding:</p> <ul style="list-style-type: none"> • No routine formula to help her establish a good milk production • Availability of breast pumps in certain circumstances • Food package through the baby ' s first year of life • Access to peer counselors and WIC Designated Breastfeeding Expert to help her with her questions and concerns | Yield her to support group meetings available in the community |