### Best Practice: Promoting and Supporting Breastfeeding in WIC

<table>
<thead>
<tr>
<th>Certification Visit</th>
<th>Assess and Inform</th>
<th>Follow-Up</th>
</tr>
</thead>
</table>
| **Initial Prenatal Certification** | Assess the mother’s thoughts about breastfeeding. Questions to consider:  
- 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?  
Explore concerns the mother might have, being careful to assure her that her feelings are normal.  
Explain how WIC supports her with breastfeeding:  
- 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 peer counselor for follow-up during her pregnancy |
| **2nd Prenatal Visit** | Assess additional questions and thoughts mothers might have had about breastfeeding since the last visit:  
- 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. |
| **3rd Prenatal Visit** | Assess how the mother is preparing for breastfeeding, including:  
- 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 |
| **Anticipatory Guidance:** |  
- 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 |

*WIC Learning Online: Best Practice- Promoting and Supporting Breastfeeding in WIC*
### Anticipatory Guidance:
- 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

#### Before Delivery
- Assess by phoning mother within 1 week of expected delivery date
  - How is pregnancy going? How comfortable is she?  
  - What delivery plans is she expecting at this point?

#### After Delivery – telephone call and post-delivery WIC visit
- Assess how the mother feels breastfeeding is going and how baby is doing
  - 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

#### Anticipatory Guidance
- Baby’s hunger and satiety cues
- Growth spurts
- How her breasts might feel as milk flow increases

#### Remind mothers about the importance of exclusive breastfeeding for around the first 6 months of her baby’s life.

#### Explain how WIC supports her with breastfeeding:
- No routine formula to help her establish a good milk production
- Availability of breast pumps in certain circumstances
- Food package for the first year of her baby’s life
- Access to peer counselors and WIC Designated Breastfeeding Expert to help her with her questions and concerns

<table>
<thead>
<tr>
<th>Action</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invite mother to a breastfeeding class or support group meeting in the community</td>
<td>Yield to WIC Designated Breastfeeding Expert for follow-up questions she might have</td>
</tr>
<tr>
<td>Explain how WIC supports her with breastfeeding:</td>
<td>Yield to WIC Designated Breastfeeding Expert as needed</td>
</tr>
<tr>
<td>Remind her to:</td>
<td>Yield to a health care professional if appropriate</td>
</tr>
<tr>
<td>Anticipatory Guidance</td>
<td></td>
</tr>
</tbody>
</table>