

<p style="text-align: center;">WIC and Nutrition Services</p> <p style="text-align: center;">Breastfeeding Friendly WIC Clinic Criteria</p>		Review Date:		
		WIC Staff conducting Review:		
Agency Number and Name:		Meets Criteria	Working Towards Criteria	Does not meet criteria
I. Physical Environment				
A. Educational and promotional materials portray breastfeeding as the preferred method of infant feeding.				
1. Breastfeeding promotion materials are culturally appropriate to the population in the area.				
2. Breastfeeding promotion materials (i.e. posters) are in the waiting room and each assessment room.				
B. Formula is not promoted within the clinic.				
1. Infant formula, formula company materials, displays and logos are not visible anywhere in the clinic.				
2. Magazines that advertise or promote formula are not provided to participants.				
3. Formula coupons are not on display.				
4. Extra formula is stored in a closed cabinet				
C. Breastfeeding is encouraged throughout the facility.				
1. All women are encouraged to breastfeed in any waiting rooms in the facility.				
2. Signs encouraging breastfeeding in the waiting room are on display.				
3. A private place is available for women who need to express milk or would like to nurse in private.				
II. Support				
A. All WIC staff demonstrate a positive attitude towards breastfeeding and deliver positive and support messages.				
1. No monitoring findings in regards to breastfeeding counseling.				
2. Breastfeeding support was observed through TA observation.				
B. All WIC staff encourage breastfeeding as the norm and long term exclusive breastfeeding, unless medically contraindicated.				
1. Formula is not routinely provided to breastfeeding infants the first month.				
2. Breastfeeding support was observed through TA observation.				
C. Agency is adequately staffed to support breastfeeding.				
1. A CPA or nutritionist assesses and counsels all breastfeeding mothers who request formula.				
2. Staff is available to help mothers with advanced lactation issues during WIC clinic hours. Appropriate staff would include an IBCLC or CPA/nutritionist that is trained in the area of advanced lactation management.				
D. Staff is trained to provide breastfeeding assessments, education and support.				
1. Local WIC provider has at least one breastfeeding expert on staff that is trained in advanced lactation management, preferably an IBCLC. A breastfeeding expert is a nutritionist or CPA who has completed at a minimum a 45 hour advanced lactation management course and has experience in counseling breastfeeding mothers. Eligible 45 Hour Courses: State sponsored 45 Hour IBCLC Prep Course, Certified Lactation Counselor Training (CLC), or any AARC (in-person) approved course. See http://aarclactation.org/download/AARCAApprovedCourses.pdf . On-line courses are not eligible				
2. Local WIC provider breastfeeding expert keeps current by receiving 75 hours every 5 years in continuing education. Eligible courses are any course that offers Lactation Education Continuing Education Points (LCERPS).				

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3. All local WIC provider professional staff (CPA and Nutritionist) has attended an (in-person) 18 hour course on basic lactation management. Eligible Courses: Certified Breastfeeding Educator (CBE), State sponsored 18 Hour Breastfeeding Course, Breastfeeding 101 (offered by Lactation Education Consultants) or any 45 hour course listed above.				
4. All local WIC provider professional staff (CPA and Nutritionist) keeps current by receiving 5 hours per year in continuing education. Eligible courses are any course that offers Lactation Education Continuing Education Points (LCERPS).				
E. Agency participates in the Breastfeeding Peer Counseling program.				
1. Peer counselors are on staff to offer another level of breastfeeding support that includes providing encouragement and basic education through clinic, hospital and home visits and follow-up phone calls.				
2. Breastfeeding Peer Counseling program must be established for at least a year.				
3. Prenatal/breastfeeding mothers are scheduled when peer counselor(s) is available.				
4. Peer counselor(s) must be part of the clinic flow or receives referrals from other WIC agency staff.				
F. WIC Clinic collaborates with other health professionals and community partners (i.e. LLL, PAT, Early Head Start), childcare providers, employers, etc. to increase the awareness of the importance of breastfeeding and to make referrals.				
1. Referral list of breastfeeding support in the community is available.				
2. Agency facilitates or participates in a community or area breastfeeding task force. Task force can include other WIC agencies, healthcare providers and /or community partners.				
3. Agency provides breastfeeding education or collaborates with at least one community partner.				
G. Prenatal breastfeeding classes are offered.				
1. Prenatal breastfeeding classes are offered that educate on how to breastfeed, how to deal with common problems and breastfeeding and returning to work.				
2. Classes may be taught by a peer counselor, with a lesson plan, and need to be taught in a group setting. Counts as a nutrition education contact.				
H. A mother's support group is offered.				
1. A mother support group is offered at least on a quarterly basis, either during the day or after hours. Can be provided in conjunction with an outside group, such as La Leche League. Must be in a group setting and no lesson plan is needed.				
I. Agency has breastfeeding telephone support available.				
1. Telephone support is available after-hours (from 6am-10pm). Pager instead of direct phone support is allowable, as long as calls are returned within 1 hour.				
2. Support is provided by a peer counselor or professional trained in lactation management.				
J. WIC clinic loans hospital grade electric breast pumps, provide manual breast pumps and single-user electric breast pumps.				
1. All mothers are assessed prior to being given a breast pump so that the appropriate pump and education are provided.				
2. Monthly follow up is provided to the participant to insure proper use of the pump.				