

Common Practice: Promoting and Supporting Breastfeeding in WIC

Clinic Visit	Assess and Inform	Follow-Up
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? 	Refer mother to a peer counselor for follow-up during her pregnancy. Encourage mother to participate in a prenatal class.
	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 • The WIC Breastfeeding Support site that offers information and resources for women at any stage and with any level of experience 	
	Remind mothers to know their HIV status.	Refer mother to a health care provider 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?) (see Breastfeeding and Employment Job Aid) • How supportive do you feel your employer will be? • What other questions do you have about breastfeeding? 	Refer mother to a peer counselor if she is not currently being followed and/or to the WIC Designated Breastfeeding Expert or local agency breastfeeding coordinator, as needed.
	Anticipatory Guidance Topics (many of which are found on the WIC Breastfeeding Support site): <ul style="list-style-type: none"> • How the breast makes milk • Changes to a mother's body • Combining breastfeeding and employment/school • Ways WIC supports breastfeeding, including no routine infant formula to breastfed babies less than 1 month old • In addition to WIC, who can help/who is part of her breastfeeding support system 	Encourage mother to participate in 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 health care provider • Support after the baby is born 	Encourage mother to participate in a prenatal class

	<p>Anticipatory Guidance Topics (many of which are found on the WIC Breastfeeding Support site):</p> <ul style="list-style-type: none"> • Hospital practices that get breastfeeding off to a good start • The impact of formula 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 	Encourage mother to participate in 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 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 a peer counselor and WIC Designated Breastfeeding Expert to help her with her questions and concerns • The WIC Breastfeeding Support site that provides information and resources for WIC moms 	Refer mother to WIC breastfeeding peer counselor and/or WIC Designated Breastfeeding Expert or local agency breastfeeding coordinator, as needed.
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 are her feeding plans for her baby? • What delivery plans is she expecting at this point? 	Refer mother to a health care provider, 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 WIC breastfeeding peer counselor as soon as her baby is born • Ask the hospital IBCLC or lactation consultant to assist her with breastfeeding and to observe a feeding before she is discharged 	Refer mother to WIC breastfeeding peer counselor and/or WIC Designated Breastfeeding Expert or local agency breastfeeding coordinator, 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 • Find out how the mother thinks breastfeeding is going • Ask her baby's output and weight loss/gain since delivery 	Refer mother to WIC breastfeeding peer counselor and/or WIC Designated Breastfeeding Expert or local agency breastfeeding coordinator, as needed.
	<p>Anticipatory Guidance Topics (many of which are found on the WIC Breastfeeding Support site):</p> <ul style="list-style-type: none"> • 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 the first 6 months of her baby's life, with continuation for the first year or longer as mutually desired by mother and baby.	
	<p>Explain how WIC supports her with breastfeeding:</p> <ul style="list-style-type: none"> • Access to a peer counselor and WIC Designated Breastfeeding Expert to help her with her questions and concerns as well as breastfeeding assessment • No routine formula to help her establish good milk production • Appropriate weight gain/loss for baby; How to know her baby is getting enough milk • Basic breast care and avoidance of common problems and issues • Vitamin D and iron supplementation for baby • Availability of breast pumps in certain circumstances • Food package through the baby's first year of life • The WIC Breastfeeding Support site that provides information and resources for WIC moms 	Refer mother her to support group meetings available in the community.