

Breastfeeding Materials for the New Food Packages

Clinic Materials

1. Breastfeeding Promotion and Support Introduction
2. Breastfeeding Promotion and Support Overview
3. Federal Register Summary
4. Staff Enthusiasm and Support Flyer
5. Staff FAQs
6. Staff to Support Breastfeedinga
7. Staff to Support Breastfeedingb
8. Staff Peer Counselors Vital
9. Staff CPA to Peer Counselor Reference Slip
10. PPT Slip, CPA to Breastfeeding Mom Goal*
11. Staff Clerical Affirmation
12. PPT WIC Moms Flyer Poster*
13. PPT Table Tent*
14. Staff Implementation Guidance (New Food Rule Policy, Section K)
15. Staff CPA Food Package Table - Guide for Breastfeeding Dyads
16. Staff CPA Formula Chart, Partially Breastfeeding
17. Staff CPA New Food Packages Reference Sheet
18. PPT What You Will Receive Handouts – Breastfeeding (2)*
19. PPT WIC New Food Package Letter ONLY to Partially Breastfeeding*
20. PPT ONLY to Partially BF Voucher Insert*
21. PPT Pregnant Voucher Insert *
22. PPT Fully Breastfeeding Voucher Insert *
23. Mom's Brochure Magical Bond* (available on website)
24. The More Breastfeeding You Do, The More Baby Food You Get! *
25. PPT Explanation of Food Benefits, Partially Breastfeeding Mothers *

Reference Items

Training Orientation Building Staff Competencies
USBC 3009 WIC Reauthr Reply
AAP Policy Statement
A Barrier to Exclusive Breastfeeding for WIC Enrollees (Article)

Resources

Infant Breastfeeding Plan *
Bulletin Board: Breastfeeding Journey with the New Food Rule
Community Letter to Health Care Professionals, Breastfeeding Emphasis
Crib Card *
Peer Counselor Frames (with portrait photo)
Utah Can Do 5 Poster *
Utah Can Do 5 Staff Education

* Available in Spanish

All materials will be posted on the Utah WIC website