

National WIC Association Six Steps to Achieve Breastfeeding Goals Checklist

The Six Steps to Achieve Breastfeeding Goals for WIC Clinics is an integral part of the NWA National Breastfeeding Strategic Plan to assist agencies in improving and sustaining breastfeeding rates among WIC clients. The following checklist provides specific criteria for WIC clinic staff to assess their progress towards meeting these goals.

1. PRESENT EXCLUSIVE BREASTFEEDING AS THE NORM FOR ALL MOTHERS AND BABIES.	
<input type="checkbox"/>	Staff (e.g. nutritionists, front line personnel and peer counselors) educates prenatal women at their first appointment and at each additional prenatal contact about exclusive breastfeeding.
<input type="checkbox"/>	Staff refers to exclusive breastfeeding, as the infant feeding norm, when discussing infant feeding with clients.
<input type="checkbox"/>	Staff shares the benefits of the exclusive breastfeeding food package with all women.
<input type="checkbox"/>	Staff asks postpartum women the question, "How can we help you with breastfeeding today?" at initial postpartum visit and continues to ask breast-feeding women at subsequent visits.
<input type="checkbox"/>	Local Agency Breastfeeding Coordinator attends available community partner/coalition meetings to promote exclusive breastfeeding as the norm in WIC.
2. PROVIDE AN APPROPRIATE BREASTFEEDING-FRIENDLY ENVIRONMENT.	
<input type="checkbox"/>	Display posters, pictures, and/or photographs of women breastfeeding their infants in areas visible to WIC clients.
<input type="checkbox"/>	Ensure magazines, books, educational materials, and incentive items that are displayed in the clinic or provided to WIC clients meet the International Code of Marketing of Breastmilk Substitutes http://www.who.int/nutrition/publications/code_english.pdf .
<input type="checkbox"/>	Clients are encouraged to breastfeed in the clinic, including the waiting room.
<input type="checkbox"/>	Breastfeeding support classes/ groups are offered.
<input type="checkbox"/>	All formula, education materials related to formula, bottles and nipples are kept out of view of clients.
<input type="checkbox"/>	A private area is available for breastfeeding consultations and for clients and staff who wish to breastfeed privately and/or express breastmilk.
<input type="checkbox"/>	Staff is allowed flexible break and lunch time to accommodate lactation needs.
<input type="checkbox"/>	Breastfeeding supplies are provided following appropriate assessment by trained staff.
3. ENSURE ACCESS TO COMPETENTLY TRAINED BREASTFEEDING STAFF AT EACH WIC CLINIC SITE.	
<input type="checkbox"/>	Staff, trained per State Agency guide- lines, is available during clinic hours.
<input type="checkbox"/>	Each WIC clinic site has access to consultation with an International Board Certified Lactation Consultant (IBCLC).
<input type="checkbox"/>	A breastfeeding warm-line or peer counselors are available for after-hours calls.
3. DEVELOP PROCEDURES TO ACCOMMODATE BREASTFEEDING MOTHERS AND BABIES.	
<input type="checkbox"/>	Flexible scheduling is used to accommodate assessment, evaluation, and assistance to resolve breastfeeding issues.
<input type="checkbox"/>	Trained staff is available at each WIC clinic site to provide breastfeeding support by phone, scheduled appointment or walk-in.
<input type="checkbox"/>	Written evidence exists of collaboration with community partners assuring timely responses, seamless care and consistent breastfeeding messages and support for WIC clients.
<input type="checkbox"/>	Referral network is established with community partners for breastfeeding support and assistance outside WIC hours.

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4. MENTOR AND TRAIN ALL STAFF TO BECOME COMPETENT BREASTFEEDING ADVOCATES AND/OR COUNSELORS.	
<input type="checkbox"/>	Staff completes breastfeeding orientation and training per State Agency guidelines including WIC site supervisors and breastfeeding coordinators.
<input type="checkbox"/>	Staff participates in breastfeeding training and on-going continuing education.
<input type="checkbox"/>	Staff is supported to attain and maintain the IBCLC credential.
<input type="checkbox"/>	Staff mentors each other through role playing and observations.
<input type="checkbox"/>	Adequate clinic time is allowed for 'hands-on' breastfeeding training and mentoring.
5. SUPPORT EXCLUSIVE BREASTFEEDING THROUGH ASSESSMENT, EVALUATION, AND ASSISTANCE.	
<input type="checkbox"/>	An IBCLC is available at each WIC clinic site for breastfeeding referral and mentorship.
<input type="checkbox"/>	Breastfeeding peer counselor services are incorporated and available at each WIC clinic site.
<input type="checkbox"/>	Staff is equipped with skills necessary to evaluate, assist and refer WIC clients with breastfeeding questions and concerns.