

4.0 Breastfeeding**4.03 Clinic Environment**

PURPOSE: To implement Federal Regulations, and establish the local agency requirements for maintaining a positive clinic environment for breastfeeding promotion and support.

A. POLICY

1. The local agency shall establish and maintain a clinic environment that promotes and supports breastfeeding as the preferred method of infant feeding.
2. All staff will make WIC clients feel comfortable asking questions about breastfeeding and breastfeeding their infant in the clinic (See Policy 4.01 Breastfeeding Promotion, Protection and Support and Policy 4.02 Breastfeeding Training).
3. The local agency shall provide a private area in the WIC clinic for clients to receive assistance with breastfeeding and/or to breastfeed privately, if requested. Comfortable chairs with arms shall be provided in an area away from the clinic entrance.
4. The local agency shall display posters, pictures and/or photographs that promote breastfeeding in each clinic room/area visible to WIC clients. These images should reflect the diversity of the client population served by the local agency.
5. The local agency shall ensure that all materials distributed or visible to clients be free of language that undermines the mother's confidence in her ability to breastfeed.
 - a. Evaluate educational materials to determine whether they are accurate and present breastfeeding in a positive tone.
 - b. Ensure educational materials and incentive items (pens, note pads, mugs, etc.) that are displayed or provided to WIC clients are free of formula product names and/or logos.
 - c. The local agency shall not distribute commercial literature or magazines that promote formula feeding through advertising, articles or offers of free samples or club memberships.
 - d. Ensure formula, bottle-feeding equipment, and formula feeding materials are stored out of view of clients.
6. The local agency shall provide culturally sensitive breastfeeding educational materials in appropriate languages and, where possible, at the reading level of clients.

B. GUIDANCE

1. The local agency is encouraged to promote a positive clinic environment that promotes and supports breastfeeding. Local agencies are encouraged to display a poster, sign or window cling stating “Breastfeeding Welcome Here”.

References:

Federal Regulations 246.11 (c) (3), 246.11 (c) (7)(i)

Cross-References:

4.01 Breastfeeding Promotion, Protection and Support
4.02 Breastfeeding Training