

Maine Center for Disease Control and Prevention WIC Nutrition Program

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Policy No. BF-1

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Creating a Breastfeeding-Friendly Environment

Authority

7 CFR §246.11(c)(2-3, 7), (e)(1)

22 MRSA §255 and §951

10-144 CMR Chapter 286, §II.J4-6

Policy

1. Local Agencies shall take proactive measures to establish a breastfeeding-friendly environment for WIC participants and staff in all main sites and, where practical, in satellite sites.
2. All participants shall feel comfortable asking questions about breastfeeding and women shall feel comfortable breastfeeding their infant in the clinic.

Procedure

1. Education materials available to participants shall portray breastfeeding as the preferred infant feeding method in a manner that is culturally and aesthetically appropriate to the population groups being served.
 - 1.1 All printed and audiovisual materials shall be free of formula product names (except for materials used to educate participants on the use of “sole source” formula).
 - 1.2 Office supplies (e.g. cups, pens, note-pads, posters etc.) shall be free of formula product names.
2. The visibility of infant formula and bottle feeding equipment shall be minimized.
 - 2.1 Bottle/formula wording and images shall be limited to individual instruction, as appropriate.
 - 2.2 Formula and formula boxes shall be stored out of view of the participants.
 - 2.3 Baby bottles and nipples shall be stored out of view of participants.

- 2.4 Staff shall not accept free formula from formula manufacturer representatives while at work.
3. The clinic environment shall make women feel comfortable breastfeeding their infants in any part of the clinic.
4. Women shall be welcome to breastfeed while in the clinic. Local Agencies should attempt to provide the following, if possible:
 - 4.1 An area away from the entrance, such as a private room
 - 4.2 A comfortable chair with arms
 - 4.3 A private room with an electrical outlet for mothers with electric pumps.
5. The clinic shall post signs and/or posters endorsing breastfeeding in prominent areas.