

BREASTFEEDING PROMOTION

POLICY: It is the policy of the Umatilla-Morrow Head Start, Inc. WIC Program that all staff support and encourage breastfeeding among WIC mothers and WIC and Head Start staff.

BREASTFEEDING EDUCATION

1. WIC staff will take advantage of every opportunity to introduce breastfeeding as a positive option for infant feeding. Breastfeeding information will be offered at every prenatal appointment. At the first appointment the benefits of breastfeeding to both mother and baby will be presented to most clients. Also the client's feelings about breastfeeding should be explored. All clients will be given the USDA website address www.wicbreastfeeding.fns.usda.gov.
2. At the second visit the certifier will offer information on breastfeeding basics including how milk is made, importance of feeding early and often, basic latch positions and the difference between colostrum and breast milk. At the third visit include information on a breastfeeding plan, how to get help when needed, nipple soreness, producing sufficient milk and mastitis or other problems the breastfeeding mom may encounter.
3. Make attendance at breastfeeding class an expectation. "We will schedule you for an appointment to discuss breastfeeding your infant". The client will be scheduled into a class in the 6th, 7th or 8th month of pregnancy.
4. Clients should also be informed of the added benefits that breastfeeding women receive and the importance of contacting the WIC office once the infant is born.

FORMULA SUPPLEMENTS

1. If a breastfeeding mother and/or parent of a breastfeeding infant comes into the clinic and requests formula supplement, this request should be referred to a certifier for a food package change assessment.
2. The certifier will inquire about the reason for the formula supplement request. If the reason for the supplement request is related for breast milk production, guidance will be provided to help the participant problem solve. Information will be shared regarding the impact formula supplements have on breast milk production.
3. The certifier will assess if a breast pump issuance could assist the participant in maintaining an exclusively breastfeeding status. The certifier will use guidance from Oregon WIC Policy 712.
4. The certifier will make any adjustments needed in regards to food packages or will direct the Clerk on which package is being recommended. The food package with the smallest amount of formula necessary will be issued to ensure the least impact possible on breast milk production.

BREAST PUMP DISTRIBUTION

1. Breast pumps are made available to WIC participants at no cost to assist mothers in continuing breastfeeding when special circumstances arise which limit the opportunity for breastfeeding an infant up to the age of one year. WIC staff will refer to Oregon WIC Policy 712 when assessing the need for a breast pump.
2. The need for use of a breast pump must be reviewed by a certifier who has trained in breastfeeding counseling. Issuance of a breast pump can only occur with the recommendation of the certifier. The reason for issuance of a breast pump will be documented on the Breast Pump Questionnaire in the participant's TWIST record.

Potential situations leading to need for breast pump use:

1. Mother is separated from their infant/infants due to illness, prematurity, inability to feed or for other circumstances.
2. Mother wants to pump breastmilk to provide missed feedings when they return to work, school, or for other circumstances.
3. Mother is having difficulty maintaining an adequate supply due to illness or prematurity.
4. Mother is experiencing recurrent problems with engorgement. Periods

when it is not recommended to provide breast pumps:

1. Prenatal period (may induce labor due to stimulation of breasts).
 2. Initial engorgement (except in the case of the inability to latch on or hand express due to over fullness).
3. Mother will be instructed on the proper use of a breast pump prior to issuance. Documentation of this instruction will be included in the Breast Pump Release Form. This instruction will include the following:
 1. Check that the contents of the pump are complete.
 2. Demonstrate how to assemble the pump. Take the pump apart and have the participant assemble it.
 3. Review directions for assembly and cleaning.
 4. Review with the participant how to use the pump for pumping breastmilk safely. If possible, have the participant demonstrate use of the breast pump while in the clinic.
 5. Discuss the participant's plans for pumping breastmilk. Discuss how to maintain an adequate milk supply and how to store breastmilk safely.
 6. Follow-up with the mother within 24-72 hours to assess if further assistance is needed. If the breast pump is loaned to the client, make note of the return date and follow-up with the client when breast pump is due to be returned to the office.
 7. Used personal breast pumps cannot be returned to the WIC Program.
 8. If WIC Program is not able to supply a breast pump to the participant or to a nonparticipant of WIC, a referral will be provided to local resources.

4. After the participant has been counseled regarding use of a breast pump and it has been determined that this would be an effective method, the participant will be asked to sign a Breast Pump Release Form. The participant must confirm understanding that this is an agreement that they will not bring any claim against the WIC Program or any of its staff for any damages or expenses arising from use of a breast pump. This signed Breast Pump Release Form will be placed in a common file separated by month. Participant's name will be added to the Breast Pump Distribution Log. Input the issuance of the breast pump in TWIST.

5. WIC/OHP Operations Manager will review Breast Pumps logs and call back information when completing the clinic monitor. When breast pumps are delivered to the clinic sites, breast pump shipment will be checked for damage and a copy of the shipping label faxed to the WIC Manager with notation indicating condition of stock upon arrival. All electric pumps will be entered into TWIST within 10 working days. This includes both multi-user double electric pumps and personal double electric breast pumps.