

Minnesota WIC Program Topics for WIC Staff Breastfeeding Orientation

All WIC staff should receive basic breastfeeding orientation which includes the following points:

- Importance of breastfeeding
- Benefits of breastfeeding
- Barriers to breastfeeding, including negative impact of early introduction of formula
- Misconceptions about breastfeeding
- Non-verbal breastfeeding messages, positive and negative, including negative messages from visible formula and formula company products, and positive messages from visuals such as posters
- Breastfeeding promotion in WIC (including the local breastfeeding promotion and support goals and plans)
- Roles of all staff in promoting and supporting breastfeeding, including the importance of supportive statements by all staff, and the need to refer questions and concerns (including requests for formula) to a CPA.
- All WIC CPA staff should also be trained on the following topics:
 - Positioning for breastfeeding
 - How milk is produced and factors which impact breastmilk production
 - Potential contraindications to breastfeeding
 - Assembly, cleaning, and operation of all types of breast pumps which the WIC local agency provides to WIC participants
 - WIC policies about breastfeeding.

All staff should review the document *Guidelines for Breastfeeding Promotion and Support in the WIC Program*, for additional information.

Additional resources for CPA breastfeeding training:

- Videos: *Follow Me Mum, the Key to Successful Breastfeeding* and/or *14 Steps to Better Breastfeeding*. (These and other videos are available to borrow through the MDH library. You might also consider purchasing these videos to show or loan to participants).
- Minnesota WIC Website.
 - Information on barriers: <http://www.health.state.mn.us/divs/fh/wic/bf/bfbarriers.html>
 - Resources for WIC staff, including link to AAP Policy Statement *Breastfeeding and the Use of Human Milk*; workshops offered in Minnesota, and other information. <http://www.health.state.mn.us/divs/fh/wic/localagency/bf/index.html>
- The 3 step counseling model from Best Start. Resources include:
 - *Best Start Training Program: Video & Trainer's Guide* (in the MDH library)
 - Summary in *Breastfeeding Promotion and Support Plan Tools and Guidance*. (see below)

- Workshops on the 3-step counseling model are offered at locations around the state. See the WIC website for locations or request a workshop in your community.
- Location of local WIC resources, including:
 - *La Leche League Breastfeeding Answer Book*
 - *Medications and Mothers' Milk* (includes information on some herbs). Each WIC Local has been given a copy of this book.
- A review of the Medical Benefits and Contraindications to Breastfeeding in the United States. (<http://www.health.state.mn.us/divs/fh/wic/localagency/bf/bfcontra.html>)
- *Breastfeeding Promotion and Support Plan Tools and Guidance*.
<http://www.health.state.mn.us/divs/fh/wic/localagency/nutrition/neplan/bf/bfindex.html>
- “Four Steps to a Great Latch” -- WIC handout. (Available on WIC Supplies Order Form)
- “Diaper Diary” -- Staff teaching tool. (Available on WIC Supplies Order Form)