

Breastfeeding Promotion and Support

Breastfeeding promotion and support is integrated into the continuum of prenatal and postpartum nutrition education (Public Law 101-147). All pregnant and breastfeeding WIC participants will be provided with breastfeeding education and support. Positive breastfeeding messages must be incorporated into all relevant educational activities, materials and outreach efforts where infant feeding is addressed. Formula manufacturer influence cannot be present in the local clinics.