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Ohio
Ohio Department of Health
Ohio State University Research Foundation

Oklahoma
Oklahoma Department of Health
Oklahoma Healthy Mothers, Healthy Babies

Oregon
Oregon Department of Human Resources
Oregon Health Sciences University

Pennsylvania
National Child Nutrition Project
Pennsylvania Department of Health, General Nutrition Services
Pennsylvania Department of Health, Division of Maternal and Child Health

Rhode Island
Rhode Island Department of Health

South Carolina
South Carolina Department of Health and Environmental Control

South Dakota
South Dakota Department of Health

Tennessee
Tennessee Department of Health and Environment
University of Tennessee College of Human Ecology

Texas
Children’s Nutrition Research Center
Houston Department of Health and Human Services
Texas Department of Health
University of Texas Medical Branch

Utah
Salt Lake Community Health Centers
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APPENDIX E
LIST OF RESOURCES

The following list of resources (journal articles, manuals, pamphlets, videotapes, etc.) was compiled from information questionnaire respondents gave about materials they have produced and/or are distributing, as well as from the Resource Center at the National Center for Education in Maternal and Child Health. The list is organized into the six main topic areas discussed in this report: professional education, public education, support in the health care system, support in the community, support in the workplace, and research. A brief paragraph at the beginning of each section describes the types of materials listed in that section.

PROFESSIONAL EDUCATION

This section contains proceedings of conferences; newsletters, curricula, textbooks, and manuals for professionals; and state-of-the-art reports.

Contact: Rita J. Bradley, Community Nutrition Resource Center, P.O. Box 4511, Butte, MT 59702. (406) 782-2386. $25.00 for single copy, $22.00 each for 2-9 copies, $20.00 each for 10 or more copies, plus $4.95 shipping/handling.

Contact: Oregon WIC and MCH Programs, Office of Health Services, Oregon Health Division, P.O. Box 231, Portland, OR 97207. (503) 299-5691.

Contact: Mary Ann Patterson, WIC and Nutrition Services, Florida Department of Health and Rehabilitative Services. 1317 Winewood Boulevard, Tallahassee, FL 32399-0700. (904) 488-8985.

Contact: National Capital Lactation Center, Georgetown University Hospital, 3800 Reservoir Road, N.W., Washington, DC 20057. (202) 784-6455. $10.00 each.

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Contact: Merryjo Ware, M.P.H., R.D., Nutrition Services Coordinator, Division of Health Assessment and Screening, Illinois Department of Public Health, 100 West Randolph, Suite 6-600, Chicago, IL 60601. (312) 814-5126.


Contact: Merryjo Ware, M.P.H., R.D., Nutrition Services Coordinator, Division of Health Assessment and Screening, Illinois Department of Public Health, 100 West Randolph, Suite 6-600, Chicago, IL 60601. (312) 814-5126. Available at no charge within Illinois; non-Illinois residents can obtain a copy for loan from NCEMCH.


Contact: Wellstart, P.O. Box 87549, San Diego, CA 92138. (619) 295-5192. Single copies available at no charge.


Contact: Sharon Porter, R.D., WIC Breastfeeding Coordinator, Public Health Division, New Mexico Health and Environment Department, Santa Fe, NM 87503. (505) 827-2486. Single copies available at no charge.


Contact: Institute for Reproductive Health, Georgetown University, 3800 Reservoir Road, N.W., Washington, DC 20007. (202) 687-1392. Available at no charge for developing country organizations. For all others the book is available at $10.00 per copy.

Contact: National Maternal and Child Health Clearinghouse, 38th and R Streets, N.W., Washington, DC 20057. (202) 625-8410 or (703) 821-8955, ext. 254. $5.00 per manual and $50.00 per set of slides; make check payable to National Center for Education in Maternal and Child Health.


Contact: Avery Publishing Group, 350 Thorens Avenue, Garden City Park, NY 11040. (516) 741-2155. $3.00 per copy; make check payable to Avery Publishing Group, Inc.


Contact: C.V. Mosby Company, 11830 Westline Industrial Drive, Saint Louis, MO 63146. (800) 325-4177. $21.95 per copy plus $3.50 for shipping and handling. A 10% discount is available for order of 10 books or more.

PUBLIC EDUCATION

This section is divided into three subsections: position and policy statements on breastfeeding and marketing of infant formula; promotional breastfeeding materials for patients and the public; and guidelines for breastfeeding promotion and education.

Policy and Position Statements


Contact: Ambulatory Pediatric Association, 6728 Old McLean Village Drive, McLean, VA 22101. (703) 556-9222.


Contact: American Academy of Pediatrics, 141 Northwest Point Boulevard, Elk Grove Village, IL 60009-0927. (800) 433-9016.


Contact: American Academy of Pediatrics, 141 Northwest Point Boulevard, Elk Grove Village, IL 60009-0927. (800) 443-9016.

Contact: American Dietetic Association, 206 South LaSalle Street, Suite 1100, Chicago, IL 60604-1003. (312) 899-0040.

Contact: American Medical Association, 515 North State Street, Chicago, IL 60610. (312) 464-5471.


Contact: National Association of WIC Directors, 2423 North State Street, Underwood Annex Room 211, Jackson, MS 39215.

*Contact:* Maternal and Child Health Services, Nutrition Division, Oklahoma State Department of Health, 1000 Northeast 10th Street, P.O. Box 53551, Oklahoma City, OK 73152.


*Contact:* Superintendent of Documents, Government Printing Office, Washington, DC 20402. (202) 783-3238. $31.00 for the report and $9.00 for the summary (GPO# 017-001-00474-0).

**Promotional Materials for Patients and the Public**


*Contact:* Best Start, 3500 E. Fletcher Avenue, Suite 308, Tampa, FL 33613. (800) 277-4975. Available at no charge.


*Contact:* Librarian, National Center for Education in Maternal and Child Health, 38th and R Streets, N.W., Washington, DC 20057. (202) 625 8400. Available for loan from the National Center for Education in Maternal and Child Health.

*Indiana State Board of Health, Indiana Breastfeeding Promotion Project.* *Breastfeeding . . . for all the right reasons.* (n.d.). Indianapolis, IN: Indiana Breastfeeding Promotion Project, Indiana State Board of Health.

*Contact:* Nancy B. Meade, R.D., M.P.H., Nutritionist, Division of Maternal and Child Health, Indiana State Board of Health, 1330 West Michigan Street, P.O. Box 1964, Indianapolis, IN 46206-1964. (317) 633-0656. $6.00 for video; $25.00 for public service announcements; other materials available at no charge.


*Contact:* Massachusetts WIC Office, 150 Tremont Street, Boston, MA 02111. (617) 727-6876. Single copies available at no charge.

*Contact:* Division of Maternal and Child Health, WIC Section, Department of Environment, Health, and Natural Resources, P.O. Box 27687, Raleigh, NC 27611-7687. Single copies available at no charge.


*Contact:* Lindsey K. Grossman, M.D., Section of Ambulatory Pediatrics, Children’s Hospital, 700 Children’s Drive, Columbus, OH 43235. (614) 460-8478.

Pima County Health Department, Project BEST. *Focus on the best (Fíjese en lo mejor).* (1989). Tucson, AZ: Project BEST, Pima County Health Department.

*Contact:* Becky Melland-Burkley, M.S., R.D., Manager, Community Nutrition Division, Pima County Health Department, 1121 North El Dorado Place, E-200, Tucson, AZ 85715. (602) 296-6207.


*Contact:* Supply Division, March of Dimes Birth Defects Foundation, 1275 Mamaroneck Avenue, White Plains, NY 10605. $15.00 for filmstrip, $25.00 for slides.


*Contact:* Jenny Kirksey, Division of WIC Services, South Carolina Department of Health and Environmental Control, Box 101106, Columbia, SC 29211. (803) 737-3840.

**Guidelines for Breastfeeding Promotion and Education**


Huffman, S. L. *Breastfeeding policies in the U.S.: What can we learn from developing countries.* (1990a). Bethesda, MD: Center to Prevent Childhood Malnutrition.

Contact: Center to Prevent Childhood Malnutrition, 7200 Wisconsin Avenue, Suite 204, Bethesda, MD 20814. (301) 986-5777. $5.00 per copy plus $2.90 for shipping and handling.

Huffman, S. L. *Should infant formula be marketed to the public?* (1990b). Bethesda, MD: Center to Prevent Childhood Malnutrition.

Contact: Center to Prevent Childhood Malnutrition, 7200 Wisconsin Avenue, Bethesda, MD 20814. (301) 986-5777.


Contact: Tennessee Department of Health and Environment, Nutrition and Supplemental Food Programs, 100 Ninth Avenue, North, Nashville, TN 37219-5405. (615) 741-0265. $5.00 per copy.

**SUPPORT IN THE HEALTH CARE SYSTEM**

This section contains descriptions of health care-based programs; publications on breastfeeding and the health care system; hospital policies and protocols for promoting breastfeeding in the health care system; health care standards; publications on training peer counselors; regulations for clinics; and surveys of hospital breastfeeding protocols and practices.


Contact: Office of Nutrition Services, Arizona Department of Health Services, 1740 West Adams, Phoenix, AZ 85007. (602) 542-1886.


Contact: Arizona Healthy Mothers, Healthy Babies Coalition, Arizona Department of Health Services, Office of Nutrition Services, 1740 West Adams, Room 208, Phoenix, AZ 85007. (602) 542-1890.
*Contact:* Office of Educational Resources, Texas Children’s Hospital, 6621 Fannin, Houston, TX 77030. (713) 770-2040. $1.50 each for less than 50; $1.00 each for 50 or more.

*Contact:* Carol Brady, Executive Director, Florida Healthy Mothers, Healthy Babies Coalition, 15 S.E. First Avenue, Suite A, Gainesville, FL 32601. (904) 392-5667. $50.00 per copy plus $10.00 postage and handling.

*Contact:* Healthy Mothers, Healthy Babies, 409 12th Street, S.W., Washington, DC 20024-2188. (202) 863-2458.

*Contact:* Ms. Judy Wilson, Manager, WIC State Agency, District of Columbia Department of Human Services, 1660 L Street, N.W., Washington, DC 20036. (202) 673-6746. $15.00.

Georgetown University Hospital, National Capital Lactation Center. *Counseling protocols, nursing care plans.* (n.d.). Washington, DC: National Capital Lactation Center, Georgetown University Hospital. 
*Contact:* National Capital Lactation Center, Georgetown University Hospital, 3800 Reservoir Road, N.W., Washington, DC 20057. (202) 784-6455. $20.00.


*Contact:* Miriam H. Labbok, Institute for Reproductive Health, Georgetown University, 3800 Reservoir Road, N.W., Washington, DC 20057. (202) 687-1392.

*Contact:* Ruth E. Levine Ph.D., Center to Prevent Childhood Malnutrition, 7200 Wisconsin Avenue, Suite 204, Bethesda, MD 20814. (301) 986-5777. Available for $5.00 plus $2.40 for postage and handling.


*Contact:* Health Education Associates, Inc., 8 Jan Sebastian Way, Sandwich, MA 02563. (508) 888-8044.


*Contact:* Wellstart, P.O. Box 87549, San Diego, CA 92138. (619) 295-5192.


*Contact:* WHO Publications Center USA, 49 Sheridan Avenue, Albany, NY 12210. ($18) 436 9686. $5.40 per copy plus $3.00 postage and handling.

**SUPPORT SERVICES IN THE COMMUNITY**

This section is divided into two sub-sections: educational materials for patients, and materials for professionals. The materials for professionals include descriptions of support groups, hotlines, and community-based programs such as WIC clinics, as well as community resource lists.

**Educational Materials for Patients**


*Contact:* Publications Department, American Dietetic Association, 216 West Jackson Boulevard, Suite 800, Chicago, IL 60606-6995. (800) 877-1600.


*Contact:* Rita J. Bradley, Community Nutrition Resource Center, P.O. Box 4511, Butte, MT 59702. (406) 782-2386. $6.50 per sample packet, quantity rates available on request.


*Contact:* Division of Nutrition Services, Tennessee Department of Public Health, Penthouse, TDPH State Office Building, Nashville, TN 37216. (615) 741-7218.

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**Contact:** Lindsey K. Grossman, M.D., Section of Ambulatory Pediatrics, Children's Hospital, 700 Children's Drive, Columbus, OH 43235. (614) 460-8478.


**Contact:** Health Education Associates, Inc., 8 Jan Sebastian Way, Sandwich, MA 02563. (508) 888-8044.


**Contact:** Brenda Dobson, WIC Program, Iowa Department of Public Health, Lucas State Office Building, 3rd Floor, Des Moines, IA 50319-0075. (515) 281-7769.


**Contact:** La Leche League Publications Department, 9616 Minneapolis Avenue, Box 1209, Franklin Park, IL 60131-8209.


**Contact:** Massachusetts WIC Office, 150 Tremont Street, Boston, MA 02111. (617) 727-6876. Single copies available at no charge.


**Contact:** Massachusetts WIC Office, 150 Tremont Street, Boston, MA 02111. (617) 727-6876. Single copies available at no charge.


**Contact:** Health Sciences Center for Educational Resources, Distribution Center, SB-56, University of Washington, Seattle, WA 98195. (206) 545-1186. $200.00 for complete package, $90.00 for individual videotape/handout packages.


**Contact:** Dr. Cutberro Garza, Division of Nutritional Sciences, Cornell University, 127 Savage Hall, Ithaca, NY 14853. (607) 255-2228. $2.50 for review set of 1 copy each; $14.50 for set of 10 copies of each pamphlet.
Pima County Health Department, Project BEST. *Breastfeeding: Getting started (Dar pecho: Como empezar).* (1989). Tucson, AZ: Project BEST, Pima County Health Department.

Contact: Becky Melland-Buckley, M.S., R.D., Community Nutrition Division, Pima County Health Department WIC Program, 1121 North El Dorado Place, E200, Tucson, AZ 85713. (602) 296-6207.


Contact: Breastfeeding Publications, Seattle-King County Department of Public Health, 100 Prefontaine Avenue South, Suite 500, Seattle, WA 98104. (206) 587-2792.


Contact: Barbara Kerr, Director, Public Health Nutrition, Community and Rural Health, Texas Department of Health, 1100 West 49th Street, Austin, TX 78756. (512) 458-7785.

University Medical Center. *Breastfeeding your baby in the first weeks (El darle pecho a su bebe durante las primeras semanas).* (1990). Tucson, AZ: Project BEST, Pima County Health Department.

Contact: Becky Melland-Buckley, M.S., R.D., Community Nutrition Division, Pima County Health Department WIC Program, 1121 North El Dorado Place, E200, Tucson, AZ 85713.

**Materials for Professionals**


Contact: Nutrition and Technical Services Division, Food and Nutrition Service, U.S. Department of Agriculture, 3101 Park Center Drive, Room 607, Alexandria, VA 22302. (703) 305-2585. Single copies available at no charge.


Contact: Health Education Associates, Inc., 8 Jan Sebastian Way, Suite 13, Sandwich, MA 02563. (508) 888-8044. $35.00.


Contact: Healthy Mothers, Healthy Babies Coalition, 409 12th Street, S.W., Washington, DC 20024. (202) 638-0026.

**Contact:** Kathy A. Dugas, R.D., National Association of WIC Directors, c/o Mississippi WIC Program, 2423 North State Street, Underwood Annex Room 211, Jackson, MS 39215.


**Contact:** National Maternal and Child Health Clearinghouse, 38th and R Streets, N.W., Washington, DC 20057. (202) 625-8410 or (703) 821-8955, ext. 254. Available at no charge.


**Contact:** National Maternal and Child Health Clearinghouse, 38th and R Streets, N.W., Washington, DC 20057. (202) 625-8410 or (703) 821-8955, ext. 254. Available at no charge.


**Contact:** Office of Nutrition Services, Arizona Department of Health Services, 1740 West Adams, Phoenix, AZ 85007. Single copies available at no charge.


**Contact:** Office of Analysis and Evaluation, Food and Nutrition Service, U.S. Department of Agriculture, 3101 Park Center Drive, Room 208, Alexandria, VA 22302. (703) 305-2585. Single copies available at no charge.


**Contact:** Jenny Kirksey, Division of WIC Services, South Carolina Department of Health and Environmental Control, Box 101106, Columbia, SC 29211. (803) 737-3840. Notebook not available for distribution. Detailed table of contents available at no charge.
Steel, A. *Breastfeeding promotion: Observations from a community-based mother-to-
mother support project for low-income women in rural Tennessee.* (1990). Bethesda, MD: Center to Prevent Childhood Malnutrition.

Contact: Center to Prevent Childhood Malnutrition, 7200 Wisconsin Avenue, Suite 204, Bethesda, MD 20814. (301) 986-5777.


Contact: Supplemental Food Programs Division, Food and Nutrition Service, U.S. Department of Agriculture, 3101 Park Center Drive, Alexandria, VA 22302. (703) 305-2746. Single copies available at no charge, limited quantities available.


Contact: Nutrition and Technical Services Division, U.S. Department of Agriculture, 3101 Park Center Drive, Room 609, Alexandria, VA 22303. (703) 305-2585.


Contact: Food and Nutrition Service, Supplemental Food Programs Division, U.S. Department of Agriculture, 3101 Park Center Drive, Alexandria, VA 22302. Single copy available at no charge.

**Support in the Workplace**

This section encompasses any materials related to breastfeeding and employment, including guidelines for breastfeeding working mothers and surveys of employers' breastfeeding policies and benefits.


Contact: Rita J. Bradley, R.D., Community Nutrition Resource Center, P.O. Box 4511, Butte, MT 59702. (406) 723-6387. $0.11 each for 1 to 99 copies, $0.10 each for 100 to 999 copies, $0.09 each for 1,000 or more copies, plus shipping and handling.


**Research**


*Contact:* Miriam Labbok, M.D., M.P.H., Institute for Reproductive Health, Georgetown University School of Medicine, 3800 Reservoir Road, N.W., Washington, DC 20057. (202) 687-1392. Available at no charge.


*Contact:* Miriam H. Labbok, M.D., M.P.H., Institute for Reproductive Health, Georgetown University School of Medicine, 3800 Reservoir Road, N.W., Washington, DC 20057. (202) 687-1392. Available at no charge.


*Contact:* Division of Nutrition Services, Rhode Island Department of Health, 75 Davis Street, Providence, RI 02908. (401) 277-2312. Available at no charge.


*Contact:* David K. Rassin, Department of Pediatrics, Division of Perinatal Pediatrics, University of Texas Medical Branch at Galveston, Galveston, TX 77550. (409) 761-2815.


*Contact:* David K. Rassin, Ph.D., Department of Pediatrics, Division of Perinatal Pediatrics, University of Texas Medical Branch at Galveston, Galveston, TX 77550. (409) 761-2815.


*Contact:* Healthy Mothers, Healthy Babies Coalition, 409 12th Street, S.W., Room 523, Washington, DC 20024-2188. (202) 863-2458.
APPENDIX F:  
HEALTHY PEOPLE 2000 NATIONAL HEALTH PROMOTION AND  
DISEASE PREVENTION OBJECTIVES: BREASTFEEDING OBJECTIVE

14.9* To increase to at least 75 percent the proportion of mothers who breastfeed their babies in the early postpartum period and to at least 50 percent the proportion who continue breastfeeding until their babies are 5 to 6 months old. (Baseline: 54 percent at discharge from birth site and 21 percent at 5 to 6 months in 1988).

SPECIAL POPULATION TARGETS

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<tr>
<td><strong>During Early Postpartum Period—</strong></td>
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<tr>
<td>14.9a Low-income mothers</td>
<td>32%</td>
<td>75%</td>
</tr>
<tr>
<td>14.9b Black mothers</td>
<td>25%</td>
<td>75%</td>
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<tr>
<td>14.9c Hispanic mothers</td>
<td>51%</td>
<td>75%</td>
</tr>
<tr>
<td>14.9d American Indian/Alaska Native mothers</td>
<td>47%</td>
<td>75%</td>
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<tr>
<td><strong>At Age 5–6 Months—</strong></td>
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<td></td>
</tr>
<tr>
<td>14.9a Low-income mothers</td>
<td>9%</td>
<td>50%</td>
</tr>
<tr>
<td>14.9b Black mothers</td>
<td>8%</td>
<td>50%</td>
</tr>
<tr>
<td>14.9c Hispanic mothers</td>
<td>16%</td>
<td>50%</td>
</tr>
<tr>
<td>14.9d American Indian/Alaska Native mothers</td>
<td>28%</td>
<td>50%</td>
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Baseline data sources: Ross Laboratories Mothers Survey; for American Indians and Alaska Natives, Pediatric Nutrition Surveillance System, CDC.

Breastfeeding is the optimal way of nurturing full-term infants while simultaneously benefitting the lactating mothers. The advantages of breastfeeding range from biochemical, immunologic, enzymatic, and endocrinologic to psychosocial, developmental, hygienic, and economic. Human milk contains the ideal balance of nutrients, enzymes, immunoglobulin, anti-infective and anti-inflammatory substances, hormones, and growth factors. Further, breast milk changes to match the changing needs of the infant. Breastfeeding provides a time of intense maternal-infant interaction. Lactation also facilitates the physiologic return to the prepregnant state for the mother while suppressing ovulation for many.

Although breastfeeding is strongly recommended, it is not appropriate for babies whose mothers use drugs such as cocaine, PCP, or marijuana, take more than minimal amounts of alcohol, or who receive certain therapeutic or diagnostic agents such as radioactive elements and cancer chemotherapy. Women who are HIV positive should also avoid breastfeeding.
Analysis of data from Ross Laboratories Mothers Survey indicates that breastfeeding rates continue to be highest among women who are older, well educated, relatively affluent, and/or who live in the Western United States (71 percent at discharge from birth site and 31 percent at 5 to 6 months). Among those least likely to breastfeed are women who are low-income, black, less than age 20, and/or who live in the Southeastern United States. Low income and black women should receive special attention because they have low rates of breastfeeding and are a significant proportion of all new mothers (approximately 25 percent and 17 percent, respectively).

An important barrier to achieving this objective is the general absence of work policies and facilities that support lactating women. Given the large percentage of mothers of young children who work outside the home, efforts to increase breastfeeding should focus on convincing employers to provide assistance such as extended maternity leave, part-time employment, provision of facilities for pumping breast milk or breastfeeding, and onsite child care. Another important barrier is portrayal of bottle rather than breastfeeding as the norm in American society and the absence of breastfeeding incentives and support for low-income women. Overcoming these barriers will require public and professional education, improved support from health care providers and employers, and the involvement of culturally sensitive social, religious, and professional groups. The media can play an important role by more frequently portraying breastfeeding as the norm.

*This objective also appears as objective 2.11 in Nutrition.*

APPENDIX G
WELLSTART RESOURCE TEAMS FOR LACTATION MANAGEMENT EDUCATION

California
Mary E. O’Connor, M.D., M.P.H.
Division of General Academic Pediatrics
Rainbow Baby and Children’s Hospital
2074 Abingdon Road
Cleveland, OH 44106

Laura Finkler, M.P.H., R.D.
Project Coordinator
Highland General Hospital
Infant Feeding Project
1411 E. 31st Street
Oakland, CA 94602

Meg Zweiback, R.N., M.P.H., P.N.P.
Assistant Clinical Professor of Nursing
San Francisco General Hospital
1001 Potrero Avenue
San Francisco, CA 94110

Georgia
George W. Bugg, M.D.
Emory University and CDC
Grady Memorial Hospital
P.O. Box 26015
80 Butler Street, S.E.
Atlanta, GA 30335-3801

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APPENDIX H
NATIONAL ASSOCIATION OF WIC DIRECTORS
GUIDELINES FOR BREASTFEEDING PROMOTION IN
THE WIC PROGRAM

The National Association of WIC Directors Committee on Breastfeeding Promotion, with approval from the Board of Directors, has developed these guidelines to assist state and local agencies in initiating and/or strengthening existing breastfeeding promotion and support programs.

GUIDELINE 1: Breastfeeding is enhanced when local agency WIC staff receive orientation and task-appropriate training on breastfeeding promotion and support.

Suggestions for Implementation
1. It is important to develop orientation guidelines for new WIC employees that address:
   - clinic environment policies
   - program goals and philosophy regarding breastfeeding
   - task appropriate information

   Rationale: All new employees (support staff, paraprofessionals, and professionals) must be familiar with program policies, goals, and philosophy regarding breastfeeding. When all program staff project a positive attitude about breastfeeding, clients will be more comfortable discussing their breastfeeding questions and concerns. Clients will also be more likely to initiate breastfeeding and breastfeed for longer duration.

2. It is important that the state agency develop guidelines for ongoing training that address:
   - culturally appropriate breastfeeding promotion strategies
   - current breastfeeding management techniques to encourage and support the breastfeeding mother and infant
   - appropriate use of breastfeeding education materials

   Rationale: Ongoing training for staff providing breastfeeding education is needed because information about breastfeeding management continues to evolve. Addressing specific ethnic and culturally based needs fosters appropriately targeted messages in print and audiovisual materials.

3. It is important that local agency staff participate in breastfeeding training such as:
   - conferences, workshops, and programs
   - statewide and local events
   - events sponsored by other agencies and organizations
Rationale: Local agencies' participation in breastfeeding training is essential to successful implementation of breastfeeding promotion programs.

GUIDELINE 2: Breastfeeding is enhanced when policies are developed that encourage a positive clinic environment and that endorse breastfeeding as the preferred method of infant feeding.

Suggestions for Implementation

1. It is important to assure that relevant educational materials available to participants portray breastfeeding as the preferred infant feeding method in a manner that is culturally and aesthetically appropriate for the population group. Consider:
   - print and audiovisual materials free of formula product names
   - office supplies such as cups, pens, and notepads free of formula product names
   Rationale: Use of materials with product names sends a mixed message to clients and staff and might unconsciously put up barriers to breastfeeding.

2. It is important to establish a positive attitude toward breastfeeding in WIC clinics.
   Rationale: Health care workers should be careful not to communicate overt or subtle endorsements of formula. Such messages may influence a mother's decision about infant feeding or her breastfeeding pattern.

3. It is important that the local agency minimize the visibility of formula. Consider storing supplies of formula out of view of participants.
   Rationale: Formula in clear view of participants may influence a mother's decision on infant feeding.

4. It is important that staff not accept formula from formula manufacturer representatives for personal use.
   Rationale: Acceptance of formula for personal use may influence staff to endorse a particular product, either consciously or unconsciously.

5. It is important that the local agency try to provide a supportive environment in which women feel comfortable breastfeeding their infants. Consider:
   - chairs with arms
   - a breastfeeding area away from entrance
   Rationale: The clinic waiting area can be used advantageously to motivate women to recognize breastfeeding as the "norm" rather than the exception.
GUIDELINE 3: Breastfeeding is enhanced when WIC agencies coordinate with private and public health care systems, educational systems, and community organizations providing care and support for women, infants, and children.

Suggestions for Implementation

1. It is important to participate in coordination activities with appropriate groups such as:
   - networks or steering committees to exchange information and strategies
   - professional health organizations to secure resources and expertise and assure communication with health professionals serving pregnant and breastfeeding women
   - existing peer support groups to facilitate local exchange of breastfeeding information across the state

   Rationale: A collaborative approach to breastfeeding promotion can create a strong supportive climate and help ensure more effective use of all available resources.

2. It is important that the state agency disseminate appropriate policies such as the NAWD position paper, Breastfeeding Promotion in the WIC Program, to groups such as:
   - American Academy of Pediatrics
   - American Academy of Family Physicians
   - American College of Obstetricians and Gynecologists
   - American Dietetic Association
   - American Hospital Association
   - American Nurses Association
   - American Public Health Association
   - Association of Pediatric Nurse Practitioners
   - International Lactation Consultants Association
   - American College of Nurse Midwives
   - La Leche League International
   - Maternal and Child Health Directors
   - Medicaid Directors
   - Indian Health Service
   - National Association of Pediatric Nurse Associates and Practitioners

   Rationale: Serving as an adjunct to health care is a vital component of the WIC program. Therefore, it is important that the program's health-related policies be shared with appropriate health care programs and professional organizations. Such interaction helps to encourage a strong cooperative working relationship with the health community to accomplish mutual goals.