
380.15

Breastfeeding Linkages

WIC Contract Agencies

Introduction WIC contract agencies are encouraged to form linkages with private and public health care providers, the educational system, and community organizations to promote breastfeeding and to provide needed support for breastfeeding women.

Benefits of linkage A collaborative approach to breastfeeding promotion and support can create a strong supportive climate, provide consistent breastfeeding information and help ensure more effective use of all available resources.

Possible linkages These linkages can be formed through local networks, task forces or steering committees, and may include:

- Local MCH staff,
- Breastfeeding coalitions
- Prominent physicians,
- Agency breastfeeding coordinators,
- Public Health Nurses,
- Fathers,
- Mothers who have breastfed,
- Obstetric nurses from the community hospital,
- La Leche League leaders,
- Extension Service staff,
- Family planning providers,
- Public school teachers involved with family life education courses,
- Representatives from a health curriculum committee for the community school district, and
- Leaders from business and industry.

Continued on next page

WIC Contract Agencies, Continued

Activities

Possible activities for local linkages include:

- Local breastfeeding promotion campaigns,
 - Media campaigns, including news releases and public service announcements,
 - Participation in World Breastfeeding Week activities (August),
 - Professional education, including conferences, audiovisuals and printed materials,
 - Public education, including telephone hotlines, brochures, posters, and school presentations,
 - Model guidelines developed in collaboration with hospitals and worksites,
 - Local data collection of incidence and duration of breastfeeding, and
 - Breastfeeding support and follow-up programs.
-

Recording expenditures

Record time spent in these activities as breastfeeding expenditures. See Policy 315.45 for more information.

State WIC Office

Introduction	The state WIC office works to form linkages with the same groups of providers and organizations as WIC contract agencies do, but at the state level.
Iowa Breastfeeding Coalition	The primary means for forming linkages is active participation in the Iowa Breastfeeding Coalition. The coalition includes representatives from key groups and other interested individuals. The state WIC office provides extensive organizational support to the coalition.
Grant-funded opportunities	The state WIC office participates in grant-funded opportunities to extend breastfeeding promotion and support activities to the general population.
Peer counseling	The state WIC office will guide breastfeeding peer counseling activities. See Policy 380.70 for additional information.
Iowa Newborn Metabolic Screening Profile	The Iowa Newborn Metabolic Screening Profile data on infant feeding method at birth is shared with WIC and MCH agencies, the Iowa Breastfeeding Coalition, and community breastfeeding coalitions.
Breastfeeding conference	The state WIC office and Iowa Health System co-sponsor a statewide breastfeeding conference every year. This conference features nationally and regionally recognized experts in lactation management and breastfeeding promotion. Over 300 people from Iowa and neighboring states attend this conference.
National WIC Association	The state WIC office incorporates position statements and other policy documents from the NWA Breastfeeding Promotion Committee into program policies and guidance materials.
Trainings	Any training related to nutrition education and counseling provided to State and local staff will include breastfeeding as part of the subject matter. These trainings often involve partnerships with breastfeeding experts.

This page intentionally left blank.