

5.23 Breastfeeding Promotion and Education Plan

POLICY:

Each Local Agency will submit an annual Breastfeeding Promotion and Education Plan to the State Agency Breastfeeding Coordinator, which reflects the local WIC agency's breastfeeding promotion and support priorities, goals, and objectives.

PROCEDURE:

A. Completing and Submitting the Plan

1. The Local Agency Breastfeeding Coordinator will be responsible for completing and submitting the Annual Breastfeeding Plan and Evaluation to the State Agency Breastfeeding Coordinator by August 1 for the upcoming fiscal year (FY) (see **Attachment #1, Policy 5.23**).
2. The Plan will address strategies for the following:
 - a. Breastfeeding promotion, education and support for all appropriate participants;
 - b. Management of the Breastfeeding Peer Counselor Program;
 - c. Implementation of the Breastfeeding Peer Counselor Training, with the most up to date and approved breastfeeding information; and
 - d. Breastfeeding promotion and support activities, engagement, and outreach activities within the communities served by the local WIC agency.

B. Approval of the Plan

1. The State Agency Breastfeeding Coordinator will notify the Local Agency, in writing, within thirty (30) days of the Plan submission of its approval or disapproval.
 - a. If it is not approved, the State Agency will offer recommendations to correct any deficiencies in the plan.
2. A Plan that has been not approved must be resubmitted to the State Agency within thirty (30) days of receiving the notification of disapproval.

C. Progress Report

1. The Local Agency must submit via mail and/or email a Mid-Year Evaluation of its annual Plan to the State Breastfeeding Coordinator on May 15th each year evaluating the first six (6) months of the fiscal year (see **Attachment #1, Policy 5.23**).
2. The Local Agency must submit a Final Evaluation of the fiscal year on November 15th each year.

D. Record Retention

1. The Breastfeeding Promotion and Education Plan and Progress Report will be kept on file for three (3) years, one hundred-fifty (150) days by the State Agency Breastfeeding Coordinator and the Local Agency Breastfeeding Coordinator for Federal, State and/or Local Agency review (see **Policy 1.04 Record Retention**).

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REFERENCES:

1. WIC Regulations 7 CFR 246.11 Nutrition Education
2. USDA Nutrition Services Standards, Standard 8, Breastfeeding Education, Promotion and Support

ATTCHMENTS:

1. Annual Breastfeeding Plan and Evaluation Template