5.22 Publication of Photographs - Nutrition Education/Breastfeeding Promotion

POLICY:

The purpose of the publication of photographs of breastfeeding women and/or infants is to increase nutrition education and breastfeeding promotion among WIC Program participants.

PROCEDURE:

A. Objectives

- 1. To promote nutrition education and breastfeeding through the use of displayed photographs recognizing West Virginia WIC participants in the clinic sites, where feasible.
- 2. To secure the permission of WIC participants for the promotional use of photographs by the West Virginia WIC Program.

B. Photo Release Form (see Attachment #1 5.22)

- 1. The WIC participant must read and sign the release form before a photograph is taken.
- 2. The release form must be maintained in the participant's chart.
- 3. A photograph will not be taken when the WIC participant refuses to sign a release form.

ATTACHMENTS:

1. Photo Release Form