

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