

5.23 Breastfeeding Promotion and Education Plan

POLICY:

The Local Agency will submit an annual Breastfeeding Promotion and Education Plan to the State Agency Breastfeeding Coordinator.

PROCEDURE:

A. Completing and Submitting the Plan

1. The Local Agency Breastfeeding Coordinator will be responsible for completing and submitting the annual Breastfeeding Promotion and Education Plan to the State Agency Breastfeeding Coordinator by a date designated by the State Agency.
2. The Plan will address strategies for the following:
 - < Breastfeeding promotion, education and support for all appropriate participants;
 - < Management of the Breastfeeding Peer Counselor Program;
 - < Staff training and continuing education current breastfeeding information; and
 - < Outreach and networking for promotion of the practice of breastfeeding.

B. Approval of the Plan

1. The State Agency Breastfeeding Coordinator will notify the Local Agency in writing within forty-five (45) days of the submission of the Plan of the approval or disapproval.
2. A Plan that has been disapproved must be resubmitted to the State Agency within thirty (30) days. The State Agency will offer recommendations for correcting any deficiencies.

C. Progress Report

The Local Agency must submit a Progress Report of its annual Plan to the State Agency six (6) months following submission of the annual Plan.

D. Record Retention

The Breastfeeding Promotion and Education Plan and Progress Report will be kept on file by the Local Agency Breastfeeding Coordinator for Federal, State and/or Local Agency review.

REFERENCES:

1. WIC Regulations 246.11, Nutrition Education