

Topics for WIC Staff Breastfeeding Orientation

11/2025

Topics for Breastfeeding Orientation

WIC training provides a unique opportunity to build knowledge about lactation and the importance of breastfeeding as infant nutrition. WIC staff need training to grow their knowledge and skills in lactation assessment and support in order to help families achieve their breastfeeding goals.

All WIC staff should receive breastfeeding orientation, which includes the following points:

- Importance of breastfeeding.
- Barriers to breastfeeding, including the negative impact of early introduction of formula.
- Misconceptions about breastfeeding.
- Breastfeeding promotion in WIC.
- Maintaining a breastfeeding-friendly clinic environment. Ensure that posters and materials include positive breastfeeding messages, and refrain from promoting formula and formula company products.
- Roles of all staff in promoting and supporting breastfeeding, and the need to refer questions and concerns (including requests for formula) to a CPA or DBE.
- All staff should attend the USDA Breastfeeding Curriculum. For more information, see [WIC Breastfeeding Curriculum- Topic of the Month](#).
- All WIC CPA staff should also be trained on the following topics:
 - Anticipatory guidance for pregnant participants
 - Assessment, counseling, and problem solving
 - Positioning, latch, breastmilk production, and maintenance
 - Potential contraindications to breastfeeding
 - Referrals and continuity of care
 - Assembly, cleaning, and operation of all types of breast pumps that the WIC local agency provides to WIC participants
 - WIC policies about breastfeeding

Resources for all staff

Resources for participants

- [Breastfeeding and You](#)
- [WIC Breastfeeding Resources](#)
- [USDA WIC Breastfeeding Support](#)
- [Your Guide to Breastfeeding](#)

Resources for staff

- [WIC Staff Breastfeeding Resources](#)
- [WIC Lactation Continuing Education](#)
- [Breastfeeding in Minnesota's WIC Program – 2024](#)

Additional resources for CPA staff review

- [Guidance for MN WIC Nutrition/Breastfeeding Cards](#)
- [Electronic Versions of breastfeeding and nutrition Cards](#)
- *Medication and Mother's Milk*: WIC Local agency has access to the online version. Most agencies have paper copies of the book.

References – Complete Listings of Hyperlinks

[WIC Breastfeeding Curriculum- Topic of the Month](#)

(<https://www.health.state.mn.us/docs/people/wic/localagency/topicmonth/bfcurriculum.pdf>)

[Breastfeeding and You](#) (<https://www.health.state.mn.us/people/wic/bf/index.html>)

[WIC Breastfeeding Resources](#)

(<https://www.health.state.mn.us/people/wic/bf/morebflinks.html>)

[USDA WIC Breastfeeding Support](#) (<https://wicbreastfeeding.fns.usda.gov/>)

[Your Guide to Breastfeeding](#) (<https://www.womenshealth.gov/patient-materials/resource/guides>)

[WIC Staff Breastfeeding Resources](#)

(<https://www.health.state.mn.us/people/wic/localagency/bf/index.html>)

[WIC Lactation Continuing Education](#)

(<https://www.health.state.mn.us/people/wic/localagency/bf/conted.html>)

[Breastfeeding in Minnesota's WIC Program – 2024](#)

(<https://www.health.state.mn.us/docs/people/wic/localagency/reports/bf/info/2024bffactsheet.pdf>)

EXHIBIT 4-F: TOPICS FOR WIC STAFF BREASTFEEDING ORIENTATION

[Guidance for MN WIC Nutrition/Breastfeeding Cards](https://www.health.state.mn.us/people/wic/localagency/necardguidance.html)

(<https://www.health.state.mn.us/people/wic/localagency/necardguidance.html>)

[WIC nutrition and your family](https://www.health.state.mn.us/people/wic/nutrition/tips.html) (<https://www.health.state.mn.us/people/wic/nutrition/tips.html>)

[Medications and Mother's milk](http://www.halesmeds.com) (<http://www.halesmeds.com>)

Minnesota Department of Health - WIC Program 625 Robert St N, PO BOX 64975, ST PAUL MN 55164-0975; 1-800-657-3942, health.wic@state.mn.us, www.health.state.mn.us. To obtain this information in a different format, call: 1-800-657-3942

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