

CLINIC ENVIRONMENT

The physical environment of WIC clinics is very important to the effectiveness of the nutrition services. The clinic site should be user-friendly and should provide for the privacy of the WIC applicants.

WIC staff should ensure that all messages communicated by WIC encourage breastfeeding. The clinic setting should be reviewed to ensure that breastfeeding is positively portrayed and that there are no visual messages (such as visible supplies of infant formula, bottles, or materials with formula product names) which participants may view as supporting bottle feeding. A check list to assess your clinic setting and other breastfeeding promotion and support activities is included in Exhibit 5-AA.

All WIC clinics must:

- Display the USDA nondiscrimination poster, “. . . **And Justice for All**” in a prominent place, such as the clinic waiting area.
- Be accessible to individuals with handicaps.
- Provide privacy for WIC applicants/participants.
- Provide a smoke-free environment.
- Provide a conducive atmosphere by being:
 - well lit
 - clean
 - appropriate temperature
 - safe
- WIC clinic staff must:
 - Be courteous and treat all participants and fellow staff with dignity and respect.
 - Be culturally sensitive.
 - Be timely.
 - Be discreet about confidential information.