SECTION 6.5

Subject: Breastfeeding Education For Pregnant Women.

References: 246.11(e)(1)

Policy: The Local Agency must provide all pregnant women the opportunity to discuss breastfeeding, unless breastfeeding is medically contraindicated.

Purpose: To enable pregnant women to make an informed decision about feeding their infant and to overcome any perceived barriers to breastfeeding.

Procedures:
- If the participant has not asked about breastfeeding, the CPA should begin a discussion, providing an opportunity for the participant to express her questions and concerns.
- If there are known reasons that breastfeeding is contraindicated, the CPA must document the reason breastfeeding was not discussed.
- If you are concerned that breastfeeding may be contraindicated, encourage the participant to discuss breastfeeding with her health care provider, so that the risk/benefit can be assessed. (Information on potential contraindications to breastfeeding is listed below.)

Guidance:

Breastfeeding counseling. There are several ways to begin a discussion about breastfeeding. CPAs are encouraged to find a method that works best for the participant and the CPA’s counseling style:
- The “three – step” counseling method:
  o Uses open-ended questions, such as: “What have you heard about breastfeeding?” or “What are your thoughts about breastfeeding?”
  o Training on the 3-step counseling method is offered several times a year. (To request training contact the State WIC Breastfeeding Coordinator.)
- Brief negotiations. Brief negotiations modules can be obtained from the State WIC Office. Contact your nutrition consultant.
- Simply asking if the participant intends to breastfeed is not an effective counseling strategy.

Breastfeeding Contraindications. There are few true contraindications to breastfeeding and very few contraindications that will be apparent during pregnancy. The information that follows is for guidance only. Knowledge about breastfeeding is rapidly changing, resulting in changes to recommendations. Use this information as a starting point to seek additional information.
• Maternal conditions in which breastfeeding is contraindicated:
  o HIV positive or has AIDS.
  o Human T-Cell Leukemia virus Type I (HILV-1)
  o Medications such as antineoplastic agents, therapeutic radiopharmaceuticals, and lithium. Other medications may be contraindicated, however there is usually an acceptable alternative to the medication. Advise participant to discuss medications with her health care provider.
  o Unusually heavy exposure to environmental contaminants. Contraindicated only if maternal levels are high.

• Maternal conditions in which breastfeeding is contraindicated until the condition resolves or is treated:
  o Herpes simplex virus (HSV) on the breast itself
  o Current use of street drugs
  o Other diseases when infant contact with the mother is not recommended for either breast or bottle-feeding, such as varicella herpes (chicken pox) or active untreated tuberculosis, until it is permissible for the mother to be in contact with the infant.

• Resources for information about potential contraindications to breastfeeding.
  o Lactation Study Center. The Lactation Study Center has a computerized database and provides free information for professionals. University of Rochester Medical Center, 601 Elmwood Avenue, Rochester, NY 14642, 716-275-0088, donations are accepted. Open 8 am to 5 pm, EST.