



NUMBERED MEMORANDUM 15-025

TO: Program Coordinators
Program/Site Nutritionists
Nutritionists

FROM: Marjorie Chambers
State WIC Director

DATE: May 1, 2015

SUBJECT: Breastfeeding Content Sheets and Connecticut WIC Program Guidelines for Breastfeeding Promotion and Support and updated WIC 300-12 Guidelines for Breast Pump Issuance

This memorandum transmits several breastfeeding related materials developed by the State and Local agency Breastfeeding Coordinators.

Breastfeeding Content Sheets

Attached to this memorandum are the three (3) finalized Breastfeeding Content Sheets and tools. These were developed for WIC Nutrition Staff use to provide consistent messaging on topics related to breastfeeding promotion and support. The content sheet topics are:

- Secrets of Baby Behavior, including the following tools (available in English and Spanish):
 - Sleep timeline
 - Hunger cues
 - Infant sleep state
- Breastfeeding and Maternal Obesity
- Using WHO Growth Standards to Promote Breastfeeding

The content sheets will also be available on the WIC website in the near future on the [Breastfeeding Resource](#) webpage.

Content Sheets should be used for training of new staff. **These are not to be distributed to participants.** Each Content Sheet has standardized headings for ease of use including:

- Why is this Important?
- WIC's Goal

- Learning Objectives (for participants)
- Key Educational Messages
- Affirmations (examples)
- Handouts
- Resources
- Activities (group or individual)
- References

Guidelines for Breastfeeding Promotion and Support

Also attached to this memorandum is an update to Policy 300-04 Guidelines for Breastfeeding Promotion and Support. This update reflects the implementation of the Final WIC Food Package Rule and current recommendations and/or resources.

This document now includes an overview of the guidelines explaining these changes and gives details on the expectations of usage by the local agencies.

This document will also be available on the WIC website in the near future on the [Resources for Local Agency Staff](#) webpage.

Guidelines for Breast Pump Issuance

Lastly, an update to Policy 300-12 Guidelines for Breast Pump Issuance has been provided. The following additions and changes have been made:

- Coordination with HUSKY Health concerning hospital grade breast pumps
- A hyperlink to the HUSKY Health webpage to view the policy
- Contact information in cases where pump replacement parts are needed for HUSKY Health provided pumps
- Obtaining different size flanges for HUSKY Health provided pumps
- Resource section

This document will also be available on the WIC website in the near future on the [Resources for Local Agency Staff](#) webpage.

May 1, 2015

If you have any questions about the newly developed Breastfeeding Content Sheets, its tools or the Guidelines for Breastfeeding Promotion and Support update, please contact either State Breastfeeding Coordinator Marilyn.Lonczak@ct.gov or Pamela.Beaulieu@.ct.gov.