

Sample Clinic Breastfeeding Policy

Because breastfeeding has been shown to be the superior form of infant nutrition, and because alternate forms of infant feeding carry significant health, social, and economic risks to both mother and baby, <<Clinic Name>> subscribes to the following policy:

- 1. Physicians and nurses are expected to maintain accurate, current knowledge regarding breastfeeding. Copies of resources are available in the clinic and are familiar to all staff members, including clinical and clerical staff.**

References for telephone triage of breastfeeding questions are available and should be consulted when answering patient concerns. Designate a qualified staff person(s) to be available to answer questions or provide patient assistance.

- 2. Breastfeeding will be actively promoted.**

Obstetrical patients will receive accurate information regarding the risks of not breastfeeding to enable them to make an informed decision. Any printed material used should not be sponsored by or contain advertisements for artificial baby milk (formula). Breastfeeding mothers will be given necessary support to enable them to breastfeed for as long as they wish. Mothers calling for appointments regarding breastfeeding problems should be given an appointment within 24 hours.

- 3. Breastfeeding will be passively promoted.**

No formula samples, literature or promotional items from formula companies shall be visible to patients. This includes posters, cups, pens, pads of paper, lanyards and name badges.

- 4. The clinic shall comply with the World Health Organization Code of Marketing of Breastmilk Substitutes.**

No formula samples or formula company "gift packs" shall be distributed to pregnant patients or to new mothers.

- 5. All office personal shall be familiar with community breastfeeding support resources.**

Current information for La Leche League, the WIC Program, Public Health and Lactation Consultants should be readily available.

- 6. This clinic shall maintain a supportive breastfeeding environment.**

Within our clinic, mothers may breastfeed their children in any location in which they are comfortable. If they request a more private location, they may use an unoccupied exam room, or the clinic nursing mothers' room.