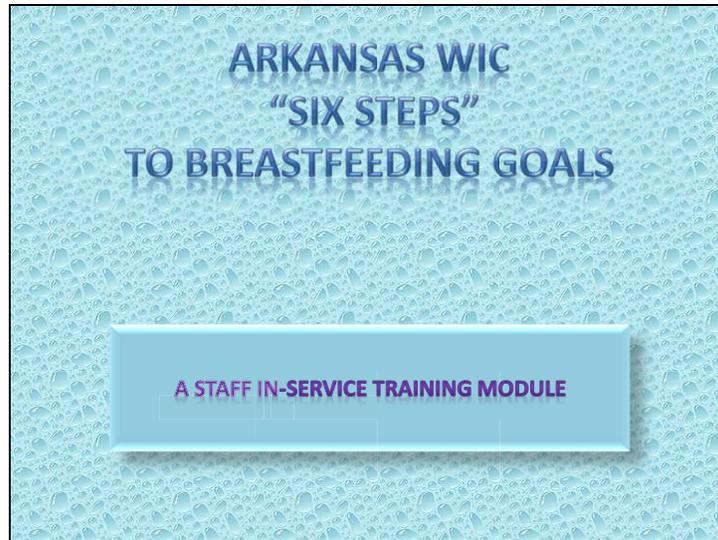
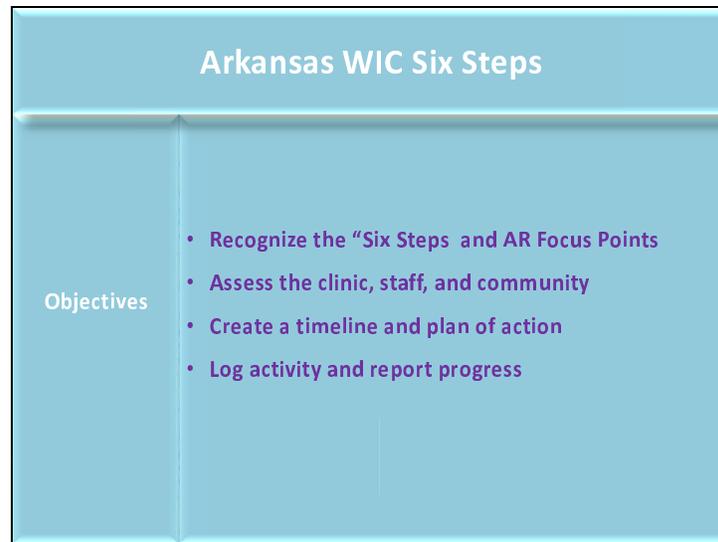


Slide 1



Welcome to the “**Arkansas WIC Six Steps to Breastfeeding Goals**” training module. This module is designed to provide you with guidance in implementing the “**Six Steps**”.

This breastfeeding initiative is a great opportunity for everyone to use creative ideas to make each unique clinic and community a supportive breastfeeding environment.



At the completion of this training module, you will be able to:

- Recognize the **"Six Steps and AR Focus Points to Achieve Breastfeeding Goals for WIC Clinics"**
- Assess the clinic, staff competence and community for breastfeeding support using the **"Six Steps"** Checklist.
- Create a timeline or plan of action to address the **"Focus Points"** criteria.
- Create a log and report progress in meeting the **"Focus Points"** criteria.

Arkansas WIC Six Steps

FFY 2013 AR WIC Six Steps Checklist
September, 2012

FFY 2013
(October 1, 2012-September 30, 2013)

Arkansas WIC Six Steps Checklist

The Six Steps to Achieve Breastfeeding Goals for WIC Clinics is an integral part of the NMA National Breastfeeding Strategic Plan to assist agencies in improving and sustaining breastfeeding rates among WIC participants.

Goal: All LIUs achieve "Breastfeeding Friendly" Criteria to 20

Statistics:

- Local health LHM endorses breastfeeding as the norm for infant feeding.
- All staff equipped with skills necessary to adequately support exclusive breastfeeding thru 6 months of age.
- Free Support available to all WIC participants.

Assess Your Clinic:

√ = clinic has or should have completed
 Focal Point: # = current year's focus
 Circle areas relevant from

Step 1: Present Exclusive Breastfeeding as the Norm for all Mothers and Babies.

√ = done	Criteria:	FFY 2013 Focal Point	Evidence of achievement or progress made toward achievement
	Staff (e.g., nutritionists, front line personnel and peer counselors) educates pregnant women at their first appointment and at each additional prenatal contact about exclusive breastfeeding.		
	Staff refers to exclusive breastfeeding as the infant feeding norm, when discussing infant feeding with participants.		
	Staff shares the benefits of the exclusive breastfeeding food package with all women.		
	An open ended breastfeeding question is communicated to every program/ breastfeeding woman at each LIU visit	★	
	WIC Breastfeeding Contract(s) (in listed or other website) should be available to community groups/coalition meetings to promote exclusive breastfeeding as the norm in WIC. (Examples: HomeTown Health, Educators, Hospital/Medical Community, LIU)	★	

1

Review the entire AR WIC **Six Steps** Checklist individually and as a clinic team.

What criteria are you doing well? (Strengths)

What criteria do you need to work on? (Weaknesses)

Include the already checked **√** criteria if not already accomplished for the clinic.

Submit this assessment as the first reporting on the documentation log

Create a plan of action to address weaknesses

The slide is titled "Arkansas WIC Six Steps" in a light blue header. Below the header is a red banner with the National WIC Association logo and the tagline "Your child has you. And you have WIC." To the right of the logo are five photos of children. Below the banner is the title "National WIC Association Six Steps to Achieve Breastfeeding Goals Checklist".

Plan of Action (All Staff)

The Six Steps to Achieve Breastfeeding Goals for WIC Clinics is an integral part of the NWA National Breastfeeding Strategic Plan to assist agencies in improving and sustaining breastfeeding rates among WIC participants. The following checklist provides specific criteria for WIC clinic staff to assess their progress towards meeting these goals.

1. PRESENT EXCLUSIVE BREASTFEEDING AS THE NORM FOR ALL MOTHERS AND BABIES

- Staff (e.g. nutritionists, front line personnel and peer counselors) educate prenatal women at their first appointment and at each additional
- tional materials, and incentive items that are displayed in the clinic or provided to WIC participants meet the International Code of Marketing of Breastmilk Substitutes (http://www.who.int/nutrition/publications/code_english.pdf).
- Participants are encouraged to breastfeed in the clinic, including the waiting room.
- Breastfeeding support classes/groups are offered.
- All formula, education materials related to formula, bottles and nipples are kept out of view of participants.
- A private area is available for breastfeeding consultations and for participants and staff who wish to
- Trained staff is available at each WIC clinic site to provide breastfeeding support by phone, scheduled appointment or walk-in.
- Written evidence exists of collaboration with community partners assuring timely responses, seamless care and consistent breastfeeding messages and support for WIC participants.
- Referral network is established with community partners for breastfeeding support and assistance outside WIC hours.

5. MENTOR AND TRAIN ALL STAFF TO BECOME COMPETENT BREASTFEEDING ADVOCATES AND/OR

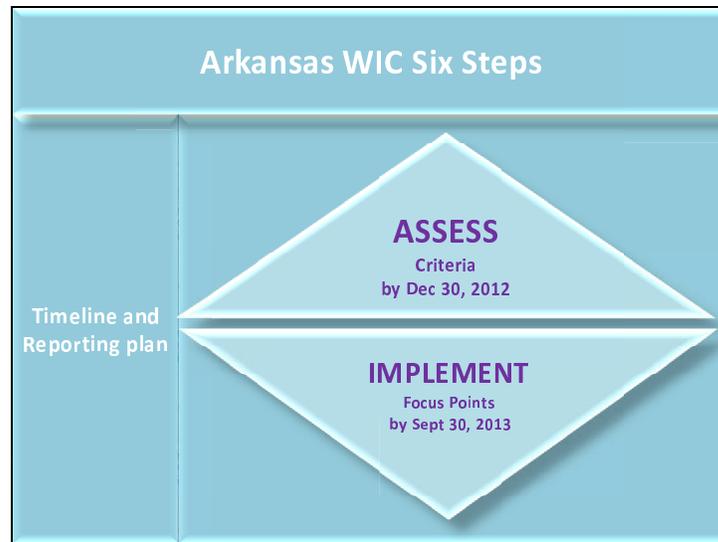
The AR WIC “Six Steps” was adapted from the National WIC Association “Six Steps to Achieve Breastfeeding Goals in WIC Clinics”.

All staff should become knowledgeable about the “AR Six Steps” and the focus points to implement this year.

CPA’s, nutritionists, support staff and peer counselors are required to complete the **Six Steps** training/in-service.

Each clinic should work as a team and identify a team leader(s) to report progress.

Slide 5



The timeframe to address the criteria is during fiscal year 2013 (Oct 2012 – Sept 2013).

Use the AR **Six Steps** Checklist to do the criteria assessment for breastfeeding support if not already completed by Dec 30, 2012.

Arkansas WIC Six Steps

Arkansas WIC Program Breastfeeding Promotion and Support Plan

LHU: _____ County: _____ Federal Fiscal Year: 2013

[Submit prior Federal Fiscal Year completed Plan to Regional WIC Coordinator with submission of next Federal Fiscal Year Plan by August 30th of each year.]

Breastfeeding Activities

Type of Activity	Staff Person(s) Assigned	When	Delivery Method (Individual or Group)	Comments	Review Process
Clinic Self-Assessment	All WIC Staff (personal work area & clinic)	September 1- December 31, 2012	NA	Willow provides all staff with a checklist and a copy of the plan to all prenatal participants of and/or visit an expectant mothers.	Submit baseline assessment report to WIC Coordinator by January 15, 2013.
Breastfeeding Promotion	All WIC Staff including Clerks, CPAs, PHTs	As needed per policy	Individual	Communicate to every breastfeeding participant a breastfeeding related question at each LHJ visit. Example: "How do you feel about breastfeeding?"	Observation of all staff, including but not limited to, supervisor during annual IS process or random observations by state/local ME Team. WIC Coordinator to submit end of FY summary to State Breastfeeding Coordinator by October 15, 2013.
Breastfeeding Support	All WIC Staff including Clerks, CPAs, PHTs	All breastfeeding participants visits to LHJ	Individual	Communicate to every breastfeeding participant a breastfeeding related question at each LHJ visit. Example: "How can we help you with breastfeeding today?"	Observation of all staff, including but not limited to, supervisor during annual IS process or random observations by state/local ME Team. WIC Coordinator to submit end of FY summary to State Breastfeeding Coordinator by October 15, 2013.
Breast Pump Issuance	CPA BPPC	As needed per policy	Individual	Issue breastpumps per policy. For situations outside of policy contact WIC Coordinator or Breastfeeding Helpline 1-800-445-6123 for direction.	Regional

Revised September 2012

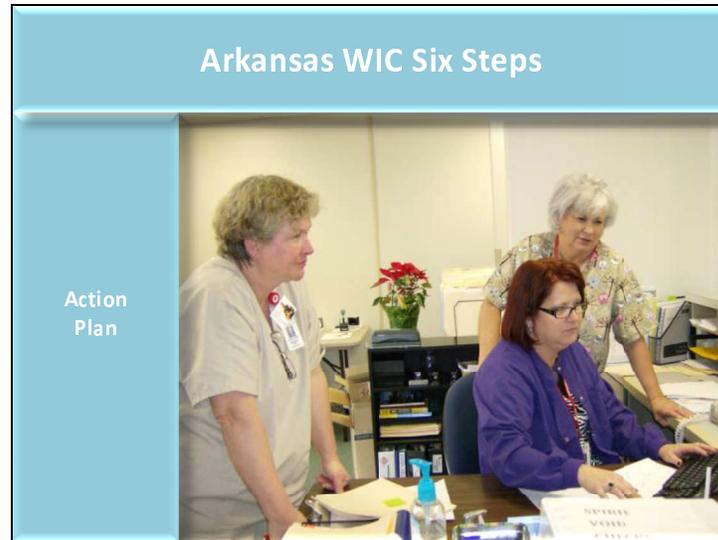
Timeline and Reporting Plan

Example utilizing the Breastfeeding Plan Template

Establish a timeline for working on the “Focus Points” such as, logging the tasks to be completed, justifying how the criteria was met, and reporting to the regional WIC leaders.

The current WIC Breastfeeding Plan Template has a timeline and quarterly reporting format built in. The attached file is an example of how Boone County will use the template to implement the “Six Steps”.

Use the **AR Six Steps Checklist** to document the evidence of achievement or progress.



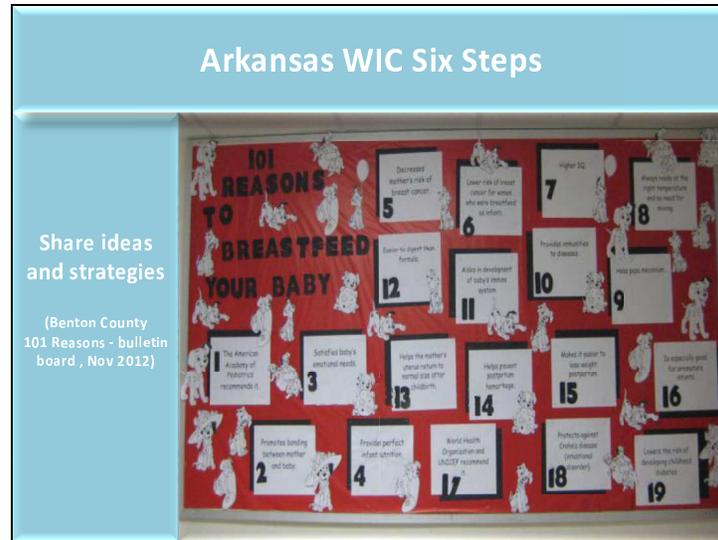
Begin by brainstorming as a team to identify your **Strengths, Weaknesses, Opportunities** and **Threats**.

Use this analysis to create an action plan.

Some implementation ideas and examples are listed under the “Focus Points” in the module.

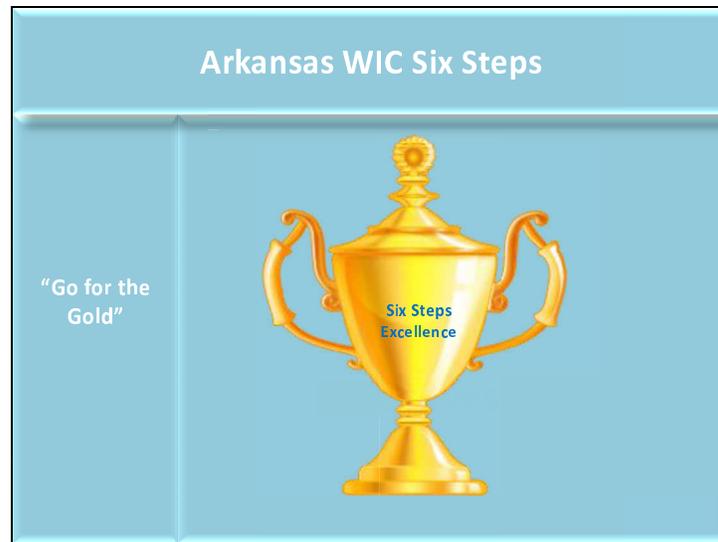
Don’t be limited to the provided examples.

Use the best ideas and strategies that will work for your clinic, staff size and community resources.



Share photos and brief descriptions of creative accomplishments for showcasing along the way.

Send items to be showcased to Melanie.Hradesky@arkansas.gov



Work towards an award for achieving excellence.

Clinics that demonstrate achieving the **14 "Focus Points"** criteria will be awarded accordingly:

Gold Status = 13 to 14 Focus Points

Silver Status = 10 to 12 Focus Points

Bronze Status = 7 to 9 Focus Points

Awards are based on meeting the Focus Point criteria by September 30, 2013 and will be rewarded during fiscal year 2014 (Oct 2013 – Sept 2014).



Step 1 Goal:

Present Exclusive Breastfeeding as the Norm for all Mothers and Babies

The graphic is titled "Arkansas WIC Six Steps" and is divided into two main sections. On the left, there is a blue star icon above the text "Step 1 Focus Point (2)". On the right, there is a large blue rectangular area containing the text "An open ended breastfeeding question is communicated to every pregnant/ breastfeeding woman at each LHU visit". Below this text is a circular callout with a blue gradient and white text that reads "How May We Help You With Breastfeeding Today?".

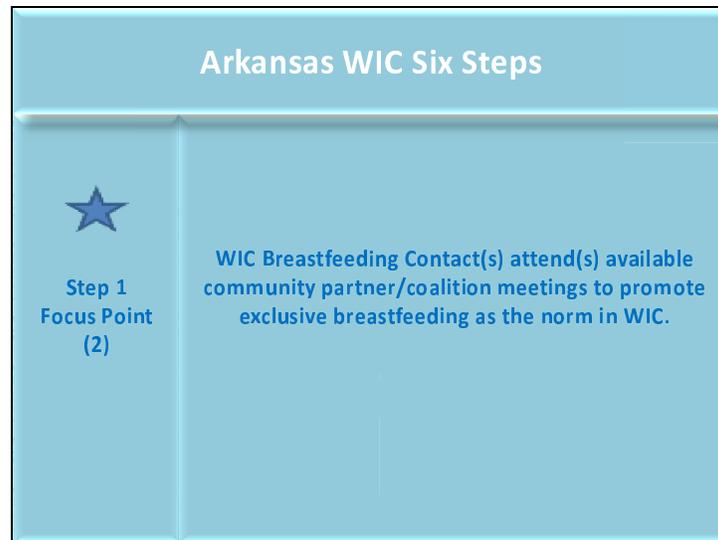
While an open ended question is most effective when spoken, an alternative could be a visible display of the question in the clinic.

Examples to meet criteria:

“How May We Help You With Breastfeeding Today?” This statement can be added to a *button worn by staff, *clerical window sticker, or *name badge extender.

- This question can prompt the need for education materials, breast pump request or a need for help with a breastfeeding problem.
- The clerical role would be to acknowledge the participant’s request and refer to WIC counseling staff - CPA, nutritionist, or breastfeeding peer counselor.

**The WIC State office is in the process of developing these items as options for clinic use.*



A physical presence at a community partner meeting is most effective. When not possible, create ongoing communication through a representative.

Examples to meet criteria:

- **Hometown Health** - Present a community need for breastfeeding support or explore ways that breastfeeding awareness or support can be incorporated into a current Hometown project.
- **Hospital/Medical Community** – Explore ways to partner with the hospital to offer a breastfeeding class or new mother support group. Use the opportunity to share information about WIC and breastfeeding.
- **La Leche League** – Talk with League Leaders about being a resource to assist WIC mothers with breastfeeding complications that are beyond the basics. In turn, refer WIC participants (pregnant and breastfeeding) to the League support groups when appropriate. Add the League(s) as a referral in SPIRIT.

Arkansas WIC Six Steps

**Step 2
Goal**

Breastfed Babies are
**Welcome
Here**

Please feel free to breastfeed your
baby wherever you wish in this facility.

Arkansas Breastfeeding Helpline
1-800-445-6175

WIC
A REAL QUALITY OF LIFE DIFFERENCE

*Loving support
makes breastfeeding work*

If you would
like a more
quiet and
private area,
just ask!



Step 2 Goal:

Provide an Appropriate Breastfeeding Friendly Environment

Arkansas WIC Six Steps



Step 2
Focus Point
(1)

Breastfeeding support classes/groups are offered



Incorporate breastfeeding into Nutrition Education classes on a monthly or bimonthly basis for individuals or group classes such as:

- **“Beginning breastfeeding”** or **“Anticipatory guidance”** group class combining expectant and breastfeeding moms to learn from each other.
- **“Breast Pump”** class; targeting moms returning to work or school.
- **“First Time Moms”** class – addressing feeding cues, baby behavior and paced feeding topics that support breastfeeding.
- **“Newborn Weight Check”** support class at a specified weekly time drop in weight checks and breastfeeding support.

Arkansas WIC Six Steps

★

**Step 2
Focus Point
(2)**

**“All formula, education materials related to formula,
bottles and nipples are kept out of view of
participants”**



Van Buren Co - Clinton
Storage cabinet

Examples:

Have a staff half hour in-service to assess each other's work area for personal items and work materials in the clinic that may not be supportive of breastfeeding. Subtle things can make a difference!

Make it a treasure hunt game for who can find to most items in 15 minutes.

Discuss alternatives for the unsupportive items.

Arkansas WIC Six Steps



**Step 2
Focus Point
(3)**

“A private area is available for breastfeeding consultations and for participants and staff who wish to breastfeed privately and/or express breastmilk”



Faulkner County
Breastfeeding Room

This focus point meets two requirements:

1. WIC Policy (WIC -42) – “A private space is provided and promoted for staff and participants to breastfeed and or pump”.
2. AR State Law (Act 621) and the Federal law - The Patient Protection and Affordable Care Act (PPACA)

An office or room is not required, but there should be a designated consistent spot.

Be creative with small spaces; i.e., a closet or partitioned section of a room. The above photo features a room created from a closet.

Arkansas WIC Six Steps

★

**Step 2
Focus Point
(4)**

**“Staff is allowed flexible break and lunch time
to accommodate lactation needs”**



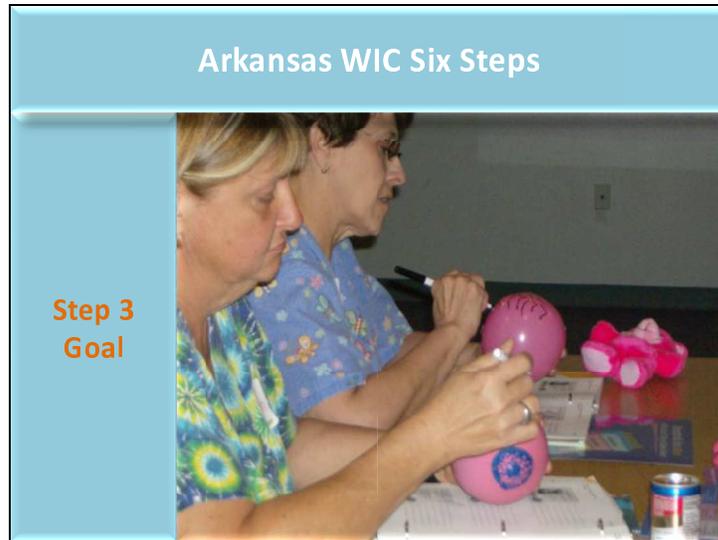
Lunch time and breaks can be a challenge. Think through what might need to be worked out with regional leadership.

AR State Law; Act 621: 11-5-116

- Requires an employer to provide reasonable unpaid break time each day to an employee who needs to express breast milk

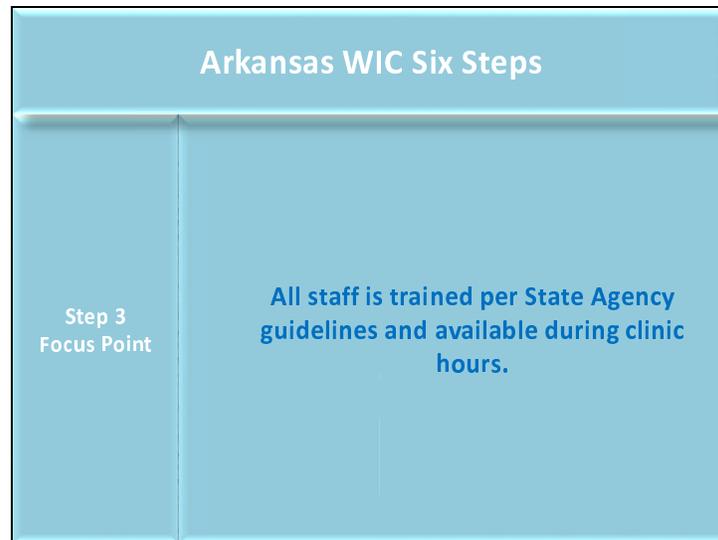
- It also requires that employers make a reasonable effort to provide a private, secure, and sanitary room or other location in close proximity to the work area, other than a toilet stall.....

- For details, go to: <http://www.arbfc.org/law/>.



Step 3 Goal:

Ensure access to Competently Trained Breastfeeding Staff at Each WIC Clinic.



Agency required training for breastfeeding includes:

- **All staff in contact with WIC participants:** online WIC Breastfeeding Orientation (A-Train course – ID #1014262).
- **Support staff:** Online Competency Breastfeeding Training for Support Staff (A-Train course ID #1008716)
- **CPAs and Counselors:**
 1. WIC Grow & Glow Face-Face Modules 1 - 6 (A-Train Course ID #1028354) Region provided training
 2. WIC Grow & Glow Self Study Blended Series Modules 7 – 10 (A-Train Course ID #1027925)

Provide a plan for how the clinic will ensure that breastfeeding trained staff is available during clinic hours.



Step 4 Goal:

Develop Procedures to Accommodate Breastfeeding Mothers and Babies

Arkansas WIC Six Steps	
Step 4 Focus Point (1)	Flexible scheduling is used to accommodate assessment, evaluation, and assistance to resolve breastfeeding issues

A written plan of action that is communicated to all staff is needed to address breastfeeding issues in a timely manner.

Arkansas WIC Six Steps

Trained staff is available at each WIC clinic site to provide breastfeeding support by phone, scheduled appointment or walk-in.

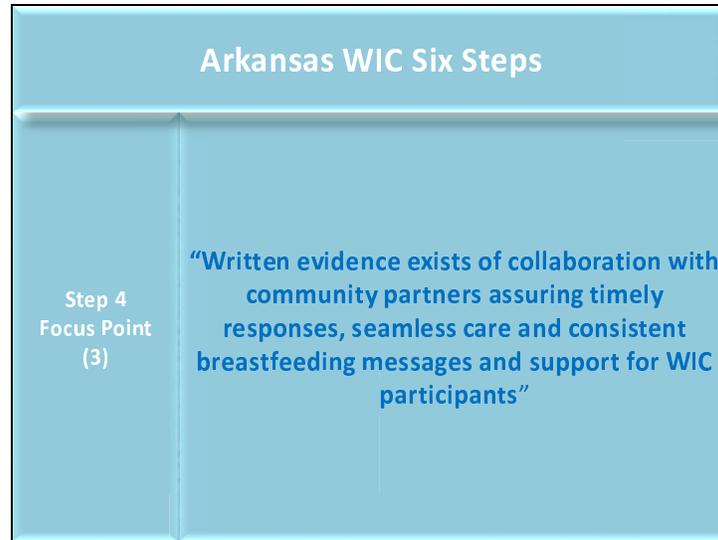
Step 4
Focus Point
(2)



All CPA's, nutritionists and peer counselors must be competent in basic skills to help:

- 1. Position and latch a baby at the breast**
- 2. Ask appropriate basic assessment questions (See "Breastfeeding Assessment Guide" tip sheet 2008) and respond with appropriate interventions.**
- 3. Instruct on how to use a breast pump**

The plan of action is needed to address breastfeeding issues beyond the basics in a timely manner.



Examples to meet the criteria:

- Gather and submit a request to have local breastfeeding community resources added to the SPIRIT database for referrals.
- Co-sponsor a health fair or other activity with a community partner ensuring positive breastfeeding information and messages are portrayed. Provide photos and description as evidence.



Step 5 Goal:

Mentor and Train all Staff to Become Competent Breastfeeding Advocates and/or Counselors.

Arkansas WIC Six Steps	
Step 5 Focus Point (1)	“Staff completes breastfeeding orientation and training per State Agency guidelines including WIC site supervisors and breastfeeding coordinators.

See training requirements in Step 3.

Provide documentation of accomplishments.

Arkansas WIC Six Steps

Staff participates in breastfeeding training and on-going continuing education.

Step 5
Focus Point
(2)



Breastfeeding
Webinar

The image shows a woman with long brown hair tied back, sitting in a black office chair at a desk. She is facing a computer monitor which displays the text 'Breastfeeding Webinar'. The desk has a lamp and some papers on it. The background is a light-colored wall.

To meet this criteria all staff should participate in at least one or more breastfeeding continuing education activities per year. This should be an offering beyond WIC required trainings

Examples:

- Online webinar activity related to breastfeeding
- UAMS ANGELS presentations when applicable
- Local clinic in-service on a breastfeeding issue or new information

Arkansas WIC Six Steps

Adequate clinic time is allowed for 'hands-on' breastfeeding training and mentoring.

Step 5
Focus Point
(3)



Examples include sharing and interpreting information from a variety of resources:

- Online newsletters (Hale Publishing, CA WIC Association etc.)
- Listserv (Lactnet, WIC Talk, etc.)
- Case studies or guidance from WIC “Breastfeeding Quick Notes”



Step 6 Goal:

Support Exclusive Breastfeeding Through Assessment, Evaluation, and Assistance

Arkansas WIC Six Steps	
Step 6 Focus Point	Staff is equipped with skills necessary to evaluate, assist and refer WIC participants with breastfeeding questions and concerns

If not checked explain what is needed to complete this criteria.

An example to meet this focus point criteria might include:

- Sharing a collection of actual participant situations where staff appropriately addressed breastfeeding complications with successful outcomes.
- Include a process for addressing breastfeeding problems on an ongoing basis that resulted from those experiences.



The WIC state office is here to support your efforts in the “**Six Steps**” implementation in as many ways as possible. Our desire is for every clinic to successfully achieve the 14 “Focus Points” for this year and move forward to address new criteria in the next fiscal year.

The breastfeeding staff is working to purchase materials that may be needed for this process such as buttons, window stickers and name badge extenders and trifold display board posters.

As you move through this implementation process, please discuss with your regional WIC leaders any ideas for tools that may help.

As a reminder, we currently have available breastfeeding benefits posters, “Welcome Breastfeeding” signs, breastfeeding privacy door hangers etc.

Arkansas WIC Program Breastfeeding Promotion and Support Plan

LHU:

County:

Federal Fiscal Year: 2013

(Submit prior Federal Fiscal Year completed Plan to Regional WIC Coordinator with submission of next Federal Fiscal Year Plan by August 30th of each year.)

Breastfeeding Activities

Type of Activity	Staff Person(s) Assigned	When	Delivery Method (Individual or Group)	Comments	Review Process
Clinic Self-Assessment	All WIC Staff (personal work area & clinic)	September 1- December 31, 2012	NA	Utilize provided <i>AR WIC 6-Step Checklist</i> to do a thorough baseline self-assessment of your clinic.	Submit baseline assessment report to WIC/Nutrition Coordinator by January 11, 2013.
Breastfeeding Promotion	All WIC Staff Including Clerks, CPAs, PHTs	All prenatal participant visits to LHU	Individual	Communicate to all prenatal participants at every visit an open-ended breastfeeding related question. Example: "How do you feel about breastfeeding?"	Observation of all staff, including but not limited to, supervisor during annual PE process or random observations by state/Local ME Team. WIC Coordinator to submit end of FFY summary to State Breastfeeding Coordinator by October 15, 2013.
Breastfeeding Support	All WIC Staff Including Clerks, CPAs, PHTs	All breastfeeding participant visits to LHU.	Individual	Communicate to every breastfeeding participant a breastfeeding related question at each LHU visit. Example: "How can we help you with breastfeeding today?"	Observation of all staff, including but not limited to, supervisor during annual PE process or random observations by state/Local ME Team. WIC Coordinator to submit end of FFY summary to State Breastfeeding Coordinator by October 15, 2013.
Breast Pump Issuance	CPA BFPC	As needed per policy.	Individual	Issue breastpumps per policy. For situations outside of policy contact (insert Regional options) or Breastfeeding Helpline 1-800-445-6175 for direction.	Regional

Arkansas WIC Program Breastfeeding Promotion and Support Plan

LHU:

County:

Federal Fiscal Year: 2013

Local Health Unit Breastfeeding Resource *

Type of Activity	Staff Person(s) Assigned	When	Delivery Method (Individual or Group)	Comments	Review Process
Identify Breastfeeding Resource	LHU Administrator or designee	As staff changes occur or at least quarterly (Prior to the 15 th of December, March, June, and September).	Submit changes to Melanie.Meachum@arkansas.gov	NA	Review name of LHU resource contact person listed on ADH internet site quarterly for accuracy.
Community promotion of exclusive breastfeeding	LHU Breastfeeding Resource Contact or designee	As meetings scheduled	Group	Attends available community partnership/coalition meetings to promote exclusive breastfeeding as the norm in WIC.	WIC Coordinator to include in end of FFY summary submitted to State Breastfeeding Coordinator by October 15, 2013.

* The Local Health Resource is the staff person identified by the Local Health Unit as the primary contact for breastfeeding assistance on the ADH WIC Breastfeeding website, WIC State office communications, and referrals.

LHU:

County:

Federal Fiscal Year: 2013

Arkansas WIC Program Breastfeeding Promotion and Support Plan

Breastfeeding Community Outreach Project (minimum of 1 required per year)

Description of Project(s)	Staff Person(s) Assigned	Date Completed
Example: "Medications & Mother's Milk" resource labeled as "provided by ADH WIC Program" along with letter of explanation provided to following local medical providers. Reminder: Complete Outreach Form.		WIC Coordinator to include in end of FFY summary submitted to State Breastfeeding Coordinator by October 15, 2013.

Submit completed project descriptions and photos to State WIC Breastfeeding Coordinator upon completion of project(s) including World Breastfeeding events.

Arkansas WIC Program Breastfeeding Promotion and Support Plan

LHU:

County:

Federal Fiscal Year: 2013

Goal(s)	Action Statement(s) (See Appendix in WIC Policy Manual for Action Statement examples)	Staff Person(s) Assigned	When	Comments	Review Process
1. All staff equipped with skills necessary to adequately support exclusive breastfeeding thru 6 months of age.	All staff will complete all agency required breastfeeding training.	All	Within first year of employment & as required when updated.	Maintain log of completed training in A-Train.	
	Online WIC Breastfeeding				
	Orientation Module Grow & Glow training	CPAs & BFPCs			
	Online Support staff online training module	Clerks & other support staff			

Arkansas WIC Program Breastfeeding Promotion and Support Plan

Goal(s)	Action Statement(s) (See Appendix in WIC Policy Manual for Action Statement examples)	Staff Person(s) Assigned	When	Comments	Review Process
<p>2. Local Health Unit environment portrays breastfeeding as norm.</p>	<p>The LHU will create an environment supportive of breastfeeding as the norm of infant nutrition</p> <ul style="list-style-type: none"> *Public Breastfeeding Welcome sign displayed * Breastfeeding posters, pictures, educational materials displayed * No formula advertising * Formula materials out of sight *Breastfeeding support classes/groups offered <ul style="list-style-type: none"> * Private area for consultations & pumping * Lactating WIC Staff supported 	<p>All WIC Staff</p>	<p>At all times</p>	<p>See WIC policy page WIC-42-43.</p>	<p>By Region By ME team during State/Local MEs.</p>

Arkansas WIC Six Steps Checklist

The Six Steps to Achieve Breastfeeding Goals for WIC Clinics is an integral part of the NWA National Breastfeeding Strategic Plan to assist agencies in improving and sustaining breastfeeding rates among WIC participants.

Goal: All LHUs achieve “Breastfeeding Friendly” Criteria by 20__

Strategies:

- Local Health Unit endorses breastfeeding as the norm for infant feeding.
- All staff equipped with skills necessary to adequately support exclusive breastfeeding thru 6 months of age.
- Peer Support available to all WIC participants.

Assess Your Clinic

√ = clinic has or should have completed

Focal Points ★ = current year’s focus

Grayed areas = future focus

Step 1: Present Exclusive Breastfeeding as the Norm for all Mothers and Babies.

√ = done	Criteria:	FFY 2013 Focal Points	Evidence of achievement or progress made toward achievement
	Staff (e.g. nutritionists, front line personnel and peer counselors) educates prenatal women at their first appointment and at each additional prenatal contact about exclusive breastfeeding.		
	Staff refers to exclusive breastfeeding, as the infant feeding norm, when discussing infant feeding with participants.		
	Staff shares the benefits of the exclusive breastfeeding food package with all women.		
	An open ended breastfeeding question is communicated to every pregnant/ breastfeeding woman at each LHU visit	★	
	WIC Breastfeeding Contact(s) (as listed on ADH website) attend(s) available community partner/coalition meetings to promote exclusive breastfeeding as the norm in WIC. <i>(Examples: Hometown Health, Education, Hospital/Medical Community, LLL)</i>	★	

Step 2: Provide an Appropriate Breastfeeding-Friendly Environment.

	Criteria:	FFY 2013 Focal Points	Evidence of achievement or progress made toward achievement
√	Have posters, pictures, and/or photographs promoting breastfeeding visible to all WIC participants.		
√	Educational materials and incentive items displayed or provided to WIC participants are WIC approved and free of formula related company advertising.		
√	Participants are encouraged to breastfeed in the clinic, including the waiting room. (Note: Is <i>Welcome BF</i> Sign displayed? If not call 1-800-445-6175 to request signage.)		
	Breastfeeding support classes/groups are offered.	★	
	All formula, education materials related to formula, bottles and nipples are kept out of view of participants.	★	
	A private area is available for breastfeeding consultations and for participants and staff who wish to breastfeed privately and/or express breastmilk.	★	
	Staff is allowed flexible break and lunch time to accommodate lactation needs. (<i>AR State Law Act 621</i>)	★	
	Breastfeeding supplies are provided following appropriate assessment by trained staff.		

Step 3: Ensure access to Competently Trained Breastfeeding Staff at Each WIC Clinic.

	Criteria:	FFY 2013 Focal Points	Evidence of achievement or progress made toward achievement
	<p>All staff is trained per State Agency guidelines and available during clinic hours. <i>Agency required training includes:</i> <i>All WIC staff: online WIC Breastfeeding Orientation (A-Train course ID1014262)</i> <i>Support staff: Online Competency Breastfeeding Training for Support Staff (A-Train course ID 1008716)</i> <i>CPAs: WIC Grow & Glow Face-Face (A-Train Course ID 1028354)</i> <i>WIC Grow & Glow Blended (A-Train Course ID1027925)</i></p>		
✓	<p>Each WIC clinic site has access to consultation with an International Board Certified Lactation Consultant (IBCLC). <i>(Note IBCLC available thru Helpline 1-800-445-6175)</i></p>		
	<p>A breastfeeding warm-line or peer counselors are available for after-hours calls.</p>		

Step 4: Develop Procedures to Accommodate Breastfeeding Mothers and Babies.

	Criteria:	FFY 2013 Focal Points	Evidence of achievement or progress made toward achievement
	<p>Flexible scheduling is used to accommodate assessment, evaluation, and assistance to resolve breastfeeding issues.</p>		
	<p>Trained staff is available at each WIC clinic site to provide breastfeeding support by phone, scheduled appointment or walk-in.</p>		
	<p>Written evidence exists of collaboration with community partners assuring timely responses, seamless care and consistent breastfeeding messages and support for WIC participants (Example: Hale book distribution project).</p>		
	<p>Referral network is established with community partners for breastfeeding support and assistance outside WIC hours.</p>		

Step 5: Mentor and Train all Staff to Become Competent Breastfeeding Advocates and/or Counselors.

Criteria:	FFY 2013 Focal Points	Evidence of achievement or progress made toward achievement
Staff completes breastfeeding orientation and training per State Agency guidelines including WIC site supervisors and breastfeeding coordinators.		
Staff participates in breastfeeding training and on-going continuing education.		
Staff is supported to attain and maintain the IBCLC credential.		
Staff mentors each other through role playing and observations.		
Adequate clinic time is allowed for 'hands-on' breastfeeding training and mentoring.		

Step 6: Support Exclusive Breastfeeding Through Assessment, Evaluation, and Assistance.

Criteria:	FFY 2013 Focal Points	Evidence of achievement or progress made toward achievement
An IBCLC is available at each WIC clinic site for breastfeeding referral and mentorship.		
Breastfeeding peer counselor services are incorporated and available at each WIC clinic site.		
Staff is equipped with skills necessary to evaluate, assist and refer WIC participants with breastfeeding questions and concerns (If not checked explain what is needed to complete this criteria).		

 Indicates FFY 2013 Current Year's Focus