

GENERAL ADMINISTRATION 7.0

Breastfeeding -- 7.17

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POLICY

All local health departments must establish and maintain an environment which supports and encourages women in the initiation and continuation of breastfeeding.

APPLICABILITY

This policy applies to Local Health Department and Regional Office personnel.

PURPOSE

To promote breastfeeding as the preferred method of infant feeding and to optimize the health of all Tennessee children by increasing the percentage of women who breastfeed.

PROCEDURE

Regional Directors and County Directors are responsible for ensuring that a positive clinic environment is created which clearly endorses and supports breastfeeding for health department patients.

Educational materials are to be made available to patients which portray breastfeeding as the preferred infant feeding method in a manner that is culturally and aesthetically appropriate for the population group. For example, all print material, audio-visual materials, and office supplies, such as cups, pens and note-pads, should be free of formula product names. Health department personnel should exhibit a positive attitude

toward breastfeeding and should incorporate positive breastfeeding messages in all relevant educational material, outreach efforts and education activities for program participants, professional groups and potential patients.

The visibility of infant formula should be minimized by insuring that cans of formula are stored out of the view of patients. Every effort should be made to provide an area for women to breastfeed their infants which is away from entrances and has chairs with arms available when possible.

OFFICE OF PRIMARY RESPONSIBILITY

Office of the Medical Director, Bureau of Health Services, (615)741-7305