

# Recommended Resources on Breastfeeding

*For Physicians*

**For Information on breastfeeding and formula from WIC for Health Care Professionals** [visit www.cdph.ca.gov/programs/wicworks/Pages/WICHealthCareProfessionals.aspx](http://www.cdph.ca.gov/programs/wicworks/Pages/WICHealthCareProfessionals.aspx)

**The Breastfeeding Coalition of Ventura County** offers provider education and a list of lactation specialists in your area, as well as links to breastfeeding management protocols for Physicians. Visit [www.BreastfeedVentura.org](http://www.BreastfeedVentura.org).

**For questions related to local WIC policy,** contact Laura Flores, WIC Breastfeeding Coordinator. [Laura.Flores@ventura.org](mailto:Laura.Flores@ventura.org).

**To request a site visit, presentation or materials for physicians or office staff,** contact Amy Avelar, WIC Breastfeeding Liaison.



I am available to visit your office and staff meetings, or answer your questions one-on-one.

Amy Avelar, WIC Breastfeeding Liaison  
805-981-5274

[Amy.Avelar@Ventura.org](mailto:Amy.Avelar@Ventura.org)

## WIC Breastfeeding Mission Statement

Breastfeeding is the norm for WIC mothers and their infants up to age one year and beyond; and

WIC is known in the community as a source for breastfeeding assistance and information.



Ventura County WIC Administration

2240 E. Gonzales Rd. Suite 290

Oxnard, CA 93036

M-F 8 AM - 5 PM

Phone: 805-981-5251

Toll free: 1-800-781-4449 ext 3

E-mail or text: [wic.program@ventura.org](mailto:wic.program@ventura.org)

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## WIC Breastfeeding Services

*What Physicians Need to Know*



## General Breastfeeding Support Services Provided by WIC

**Trained Lactation Counselors** available at all WIC sites M-F, 8-5.

Prenatal **breastfeeding classes** and post-partum support groups.

**WIC knows the secrets of baby behavior**—hunger cues, sleeping patterns, body language! We offer all WIC clients education on this topic.

**Hospital-grade pump loans**, manual pumps and personal use pumps provided free of charge to breastfeeding clients.

## Breastfeeding Protocols for Physicians

Academy of Breastfeeding Medicine Clinical Protocol #3: **Hospital Guidelines for the Use of Supplementary Feeds in the Healthy Term Breastfed Neonate.** [www.bfmed.org/Media/Files/Protocols/Protocol%203%20English%20Supplementation.pdf](http://www.bfmed.org/Media/Files/Protocols/Protocol%203%20English%20Supplementation.pdf)

Academy of Breastfeeding Medicine Clinical Protocol #22: **Guidelines for Management of Jaundice in the Breastfeeding Infant** Equal to or Greater Than 35 Weeks' Gestation. [www.bfmed.org/Media/Files/Protocols/Protocol%2022%20Jaundice.pdf](http://www.bfmed.org/Media/Files/Protocols/Protocol%2022%20Jaundice.pdf)

**AAP: Ankyloglossia: Assessment, Incidence, and Effect of Frenuloplasty** on the Breastfeeding Dyad <http://pediatrics.aappublications.org/content/110/5/e63>

Find more @ [www.BreastfeedVentura.org](http://www.BreastfeedVentura.org)

## Physicians Can Reinforce These Messages with Parents

“Babies are meant to be breastfed.”

“Babies need to breastfeed a lot in the first few weeks. It will get easier with time.”

“Cuddling your baby skin to skin is important, and can even help breastfeeding.”

“Breast milk is all your baby needs for the first 6 months.”

“You cannot spoil your baby by breastfeeding or holding her often.”

“Watch for early hunger cues to know when he is hungry (rooting towards breast, bringing hand to mouth, etc); don't wait until he is crying.”

“Many women struggle with breastfeeding in the first month. Don't give up!

“Call WIC – they can help!”

## WIC Policies Physicians Should Know About

In order to support breastfeeding, **WIC does not routinely issue formula** during the first 30 days of life to an infant who is breastfed.

**Breast pumps are not routinely available to clients also requesting formula.** Few exceptions are made due to limited pump availability and State WIC policy.

## Breastfeeding Peer Counseling Program



**Maria Montenegro**  
Peer Counselor

*Mothers Helping Mothers!*

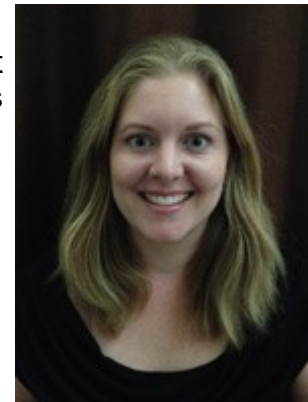
“Breastfeeding is natural, yet it is not always easy at first. Having someone to support you can really help!”

- Rosalba, Breastfeeding Peer Counselor

## Ventura and Oxnard WIC sites have Peer Counseling programs.

This evidence-based program provides additional breastfeeding support in person and by phone. It also provides participating women access to an IBCLC (International Board Certified Lactation Consultant) when high risk breastfeeding issues emerge.

Our IBCLC may contact the physician to discuss the treatment plan for infant and will send assessment reports for the Physician's records.



**Heather Camarena, RN, IBCLC**