

# Preparing WIC Moms for a Baby-Friendly Experience

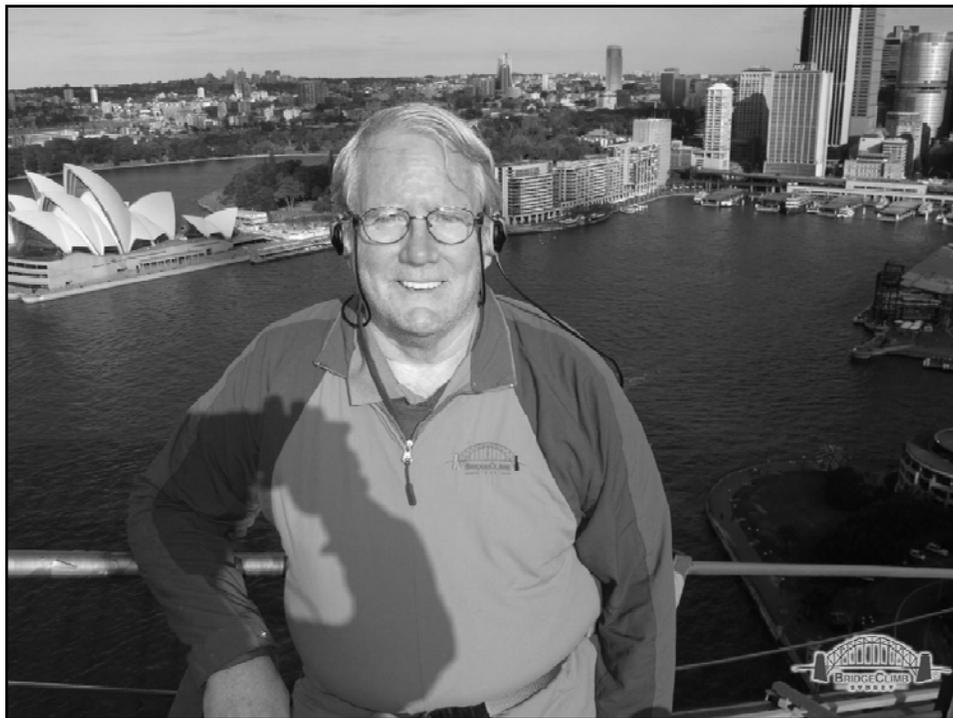
**Cathy Carothers, IBCLC, FILCA**  
**Every Mother, Inc.**

## Disclosure

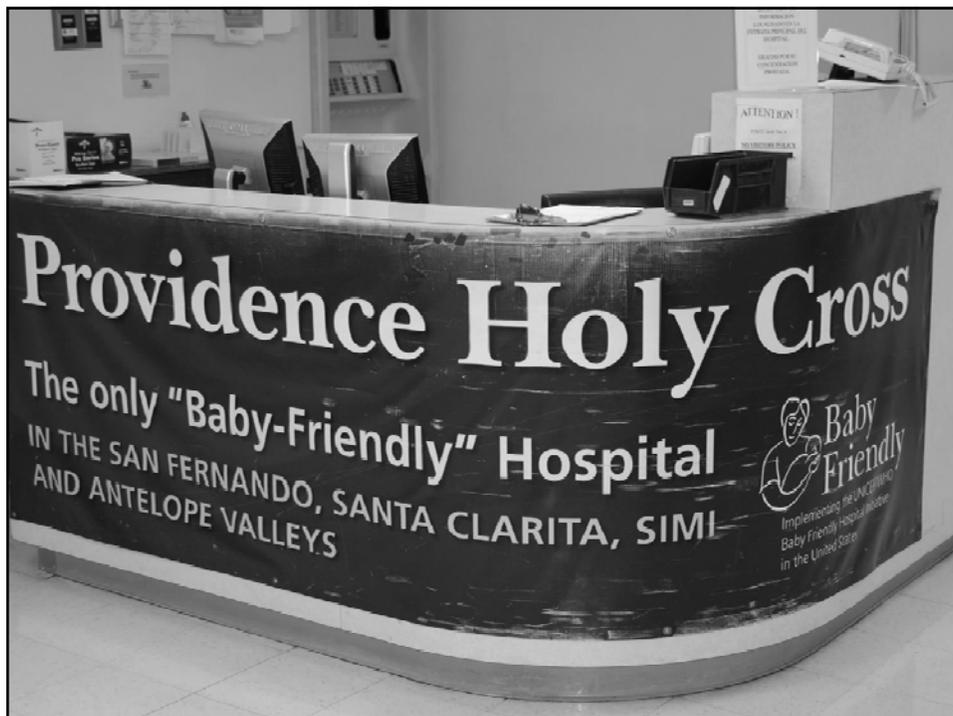
Most of the slides are derived from the  
Coffective offline platform.

Served as a consultant to Coffective to  
develop the platform.





# The Baby-Friendly Hospital Initiative



Step 1

Have a written breastfeeding policy that is routinely communicated to all health care staff.

Roadmap to Practice



Step 2

Train all health care staff in skills necessary to implement this policy.



## Competencies

Counseling Mothers

Assisting with Breastfeeding

Hand Expression

Safe Preparation of Formula

### Step 3

Inform all pregnant women  
about the benefits and  
management of  
breastfeeding.

## Prepared and Ready!



## Role of WIC



Step 4

Help mothers initiate  
breastfeeding within one  
hour of birth.

Vaginal Births



## C-Section Births



### Step 5

Show mothers how to breastfeed and how to maintain lactation even if they should be separated from their infants.