

<b>Texas WIC Health and Human Services Commission</b>
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Effective June 1, 2022

Policy No. AC:34.0

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## **Breastfeeding Expenditures**

### **Purpose**

To ensure compliance with federal regulations and to account for monies spent on breastfeeding (BF) promotion and support.

### **Authority**

7 CFR 246.14; Uniform Grant Guidance 2 CFR 200; USDA WIC Breastfeeding Policy and Guidance

### **Policy**

The local agency (LA) must account for funds spent to promote and support breastfeeding. All breastfeeding expenditures must be allowable WIC expenses as defined in this policy. Breastfeeding promotion and educational reinforcement items must contain a breastfeeding message. Items that are considered breastfeeding aids and accessories do not require a breastfeeding message. All items must be of a cost that is reasonable and necessary for the promotion and support of breastfeeding and the cost must be an allowable expense under 7 CFR 246.14.

### **Definitions**

Breastfeeding accessories - items that facilitate breastfeeding without directly aiding the removal of milk from the breast.

Breastfeeding aids - items that directly aid the removal of milk from the breast and/or provide breastmilk to the infant.

Necessary costs – Costs incurred to carry out essential program functions and cannot be avoided without adversely impacting program operations.

Reasonable costs – A cost is reasonable if under the circumstances a prudent person would incur the cost. Consideration should be given to the following:

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- Whether the cost provides the program a benefit commensurate with the cost incurred.
- Whether the cost is of a type generally recognized as ordinary and necessary.
- Sound business practice.
- Market prices for comparable goods and services.
- The cost was incurred in accordance with the terms and conditions of the contract with Health Human Service Commission.

**Procedures**

- I. The state agency (SA) will allocate annually to each LA an amount of funds to be spent for breastfeeding promotion and support. The allocation will be determined by the LA's proportional share of the statewide combined total of pregnant and breastfeeding participants served during the fourth quarter of the previous fiscal year as reported to the SA. This allocation defines the BF funding quota requirement for each LA.
- II. The LA must expend the BF funding quota set by the SA annually. Any additional BF expenditures will be credited to the nutrition education requirement.
- III. To be considered an allowable cost for breastfeeding promotion and support, the cost must be clearly attributable to breastfeeding promotion. Generalized nutrition education, which happens to mention breastfeeding, but does not specifically promote breastfeeding, must not be allowable.
- IV. The following are allowable breastfeeding expenditures:
  - A. Salaries and benefits of:
    1. WIC staff who deliver educational and direct client services related to breastfeeding;
    2. WIC staff who deliver or attend training on breastfeeding promotion and support;

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3. WIC staff who participate in State and local planning committees dedicated to breastfeeding promotion;
  4. WIC staff who organize volunteers and community groups to support breastfeeding WIC participants; and
  5. Peer counselors when performing duties as described in [Policy BF:03.0](#) and peer counselor funding has been depleted or SA is unable to reallocate funding. (Also refer to [Policy AC:17.0](#).)
- B. Costs associated with developing or maintaining International Board Certified Lactation Consultants (IBCLC) at the discretion of the LA.
1. Allowable expenditures include:
    - a. Salary and benefits for time spent working towards exam preparation. LAs should determine what activities may be done during standard working hours.
    - b. Fee of health science courses required to take the International Board of Lactation Consultant Examiners (IBLCE) exam, which includes college course prerequisites.
    - c. Attending educational opportunities to accrue required continuing education
    - d. Exam prep courses
    - e. Reference/study materials
    - f. Related travel
    - g. IBLCE exam fee and recertification fee
  2. Local agencies may choose to create a contract or agreement that requires staff who are being reimbursed to become IBCLCs to pay back the local agency in time (e.g. 12 months of WIC LA employment) or cost if they leave LA employment before their time-requirement has been fulfilled.
- C. Costs to join breastfeeding, maternal health coalitions and professional breastfeeding organizations that offer an educational component such as free webinars, conferences, journals, and newsletters. Travel expenses related to attendance.

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- D. Honorariums and travel expenses of non-WIC professionals to deliver training on breastfeeding promotion and support.
- E. Costs to develop and/or procure evidence-based educational materials, teaching aids, instructional curricula, etc., related to breastfeeding promotion and support. Materials must be approved by the LA IBCLC or the SA.
- F. Prorated costs of clinic space devoted to education, support and training activities for staff and the participants related to breastfeeding.
- G. Prorated costs of clinic space set aside to provide a private breastfeeding space including furniture and décor.
- H. Expenses related to evaluation of breastfeeding initiatives, including salary, fringe and costs of materials. May include contractual agreements entered into for this purpose.
- I. Costs of breastfeeding related service agreements with outside organizations or individuals to facilitate training and direct service delivery to WIC participants with prior SA approval as outlined in **Policy AC:16.0**.
- J. Breastfeeding aids that directly support a WIC client's ability to breastfeed successfully including, but not limited to nipple shields, breast shells, and supplemental nursing systems.
- K. Breastfeeding accessories that, while not directly aiding in the removal of breastmilk, may facilitate breastfeeding including, but not limited to nursing bras, nursing pads, human milk storage bags, nursing camisoles, and cover-ups. These items should not be used for outreach and should be provided when a need has been identified.

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- L. The cost to purchase a baby weight scale intended for pre-and post-feed weights for use exclusively by an IBCLC when providing lactation consultation to WIC participants.
  
  - M. Breastfeeding promotion or educational reinforcement items that include a breastfeeding promotion or education message such as:
    - 1. Pencils, pens
    - 2. Magnets
    - 3. Balloons
    - 4. Stickers, buttons
    - 5. Crayons, coloring books
    - 6. Infant t-shirts and bibs
    - 7. Water bottles, stadium cups, plastic cups
    - 8. Children’s books with a breastfeeding message.
    - 9. T-shirts displaying a breastfeeding message for WIC staff to wear in the clinic or at community-based education events such as health fairs
    - 10. Canvas art or picture frames for framing BF posters for WIC clinics or outreach to health care facilities.
  
  - V. The following are not allowable breastfeeding expenditures:
    - A. Expenses for generalized nutrition education activities, materials or training that mention breastfeeding, but whose primary focus is not clearly attributed to breastfeeding promotion or support.
  
    - B. Breastfeeding certifications other than IBCLC, such as Certified Lactation Counselor (CLC).
  
    - C. Breastfeeding aids and accessories for distribution to participants that do not directly support the initiation and continuation of breastfeeding and are not within the scope of the WIC Program including, but not limited to, topical creams/ointments (e.g. lanolin), hydrogel, Vitamin E, other medicinals, baby bottles, collection cups, nursing foot stools, infant scales for use by the mother at home, nursing pillows, and nursing blouses.

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- D. Costs of establishing, supporting, or maintaining a milk bank or milk depot such as refrigerators to store donor breastmilk.
  - E. Costs of promotional campaigns or items (print, radio, television) aimed at a general audience concerning breastfeeding unless materials may also be used with WIC participants or trainees in an educational context.
  - F. Outreach items which have no breastfeeding message.
  - G. Items regardless of any breastfeeding promotion message such as diaper bags, infant slings or ponchos.
  - H. Special equipment for WIC clinics such as crematocrits, breast massagers, etc.
  - I. The purchase or lease of breast pumps. Breast pumps are a food expenditure and must be ordered through the SA.
  - J. The purchase of an automated external defibrillator (AED) or cardiopulmonary resuscitation (CPR) classes that do not support attaining or maintaining the IBCLC certification.
- VI. Contact the state agency Breastfeeding Coordinator for approval of any breastfeeding promotion or educational reinforcement items not listed in section IV.