

California WIC Regional Breastfeeding Liaisons (RBL)

Partners for Healthy Children

“Only through the support of family members, communities, clinicians, health care systems, and employers will we be able to make breastfeeding become the easy choice, the default choice.”

The Surgeon General's Call to Action to Support Breastfeeding, 2011



Did you know that the California WIC Program:

- Serves nearly 60% of all infants born in California
- Supports women to breastfeed their children
- Impacts the future health outcomes of infants and children

California WIC Breastfeeding Vision:

- Breastfeeding is the norm for WIC mothers and their infants up to age one year and beyond.
- WIC is known in the community as a source for breastfeeding assistance and information.

Why an RBL?

A need was identified for WIC to play a bigger role in facilitating seamless breastfeeding support in the communities in which WIC participants live.

To meet this need, the California WIC Program established the Regional Breastfeeding Liaison (RBL) program.

To increase breastfeeding initiation and duration rates, WIC must partner with hospitals, healthcare providers, employers, and the breastfeeding support community.

Who are the RBLs?

RBLs are:

- WIC professional staff from a wide variety of public health, medical, and marketing backgrounds
- Experts in breastfeeding and community collaboration building
- Charged with narrowing the breastfeeding support gaps identified by the Breastfeeding Community Assessment conducted by local WIC agencies

What are RBLs doing in the community?

The activities of the RBL are tailored to meet the needs of their community and local WIC agencies. RBLs work within the four goal areas of the RBL program:

- Coordinate trainings to health care providers and health care provider staff on WIC's breastfeeding services and implementation of the "9 Steps to Breastfeeding Friendly Clinics: Guidelines for Community Health Centers and outpatient Care Settings, 2015," by the California Department of Public Health
- Assist hospitals with implementation of the Baby-Friendly Hospital Initiative
- Participate in coalition building and community collaboration
- Assist employers with lactation accommodation in clinics, businesses and schools



Locations | Regional Breastfeeding Liaisons: Partners for Healthy Children

Alameda County

- Alameda County WIC program offices
- Axis Community Health Center
- City of Berkeley WIC
- East & West Oakland Health Council WIC
- La Clinica de La Raza WIC
- Native American Health Center WIC
- Tiburcio Vasquez Health Center, Inc. WIC

Butte County

- Butte County Department of Public Health WIC

Colusa County

- Ampla Health WIC

Contra Costa County

- Contra Costa County Health Services WIC Program

Fresno County

- United Health Centers of San Joaquin Valley Inc.

Imperial County

- Clinicas de Salud del Pueblo Inc. WIC

Kern County

- Community Action Partnership of Kern

Kings County

- Kings County Health Department WIC

Los Angeles County

- Antelope Valley Hospital WIC
- Northeast Valley Health Corporation WIC
- Public Health Foundation Enterprises WIC

Madera County

- United Health Centers San Joaquin Valley Inc.

Merced County

- Merced Community Action Agency WIC

Monterey County

- Monterey County Health Department WIC

Orange County

- County of Orange Health Care Agency WIC

Placer County

- Community Resource Project WIC

Riverside County

- RUHS-Public Health WIC

Sacramento County

- Community Resource Project WIC

San Bernardino County

- San Bernardino County DPH WIC

San Diego County

- North County Health Services WIC
- American Red Cross WIC

San Francisco, City & County

- Peninsula Regional Breastfeeding Collaborative (PRBC)

San Joaquin County

- Delta Health Care WIC
- San Joaquin County Public Health Services WIC

San Mateo County

- Peninsula Regional Breastfeeding Collaborative (PRBC)

Santa Barbara County

- Santa Barbara County Public Health Department WIC

Santa Clara County

- Peninsula Regional Breastfeeding Collaborative (PRBC)

Santa Cruz County

- Community Bridges WIC

Shasta County

- Shasta County HHS WIC

Solano County

- Solano County WIC

Sonoma County

- County of Sonoma Department of Health Services WIC

Stanislaus County

- Stanislaus County Health Services Agency WIC

Sutter County

- Ampla Health WIC

Tulare County

- County of Tulare Health and Human Services WIC

Ventura County

- Ventura County WIC Program

Yuba County

- Ampla Health WIC



California Department of Public Health, California WIC Program

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