

Secretary's Advisory Committee on Infant Mortality

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Update on WIC Breastfeeding Education and Support Efforts



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Breastfeeding is a Priority in the WIC Program



WIC Regulatory Breastfeeding Provisions

- ◆ Designated State BF Coordinator
- ◆ Required BF training for local agency staff
- ◆ BF mothers are favored in the priority system
- ◆ Enhanced food package for mothers who exclusively BF
- ◆ States may use administrative funds for items that directly support the initiation and continuation of BF
- ◆ States may use food funds for purchasing breast pumps
- ◆ Targeted funds for BF promotion, education and support

WIC Breastfeeding Funds

	2002	2003	2004	2005	2006
Breastfeeding Targets	\$32,472,446	\$33,347,498	\$35,466,594	\$37,716,237	\$40,018,202
Target Rates	(\$25.82)	(\$26.13)	(\$29.79)	(\$30.44)	(\$28.58)
Total State Expenditures	69,267,513	77,453,453	76,240,542	84,215,868	\$85,000.000*
BF Friendly Communities grants	\$600,000	\$800,000	\$200,000		
Peer Counseling grants			\$14,894,300	\$14,880,000	\$14,850,000
Technical Assistance	\$278,949	\$274,599	\$283,659	\$669,709	\$617,630
Totals	> \$ 70 mil	> \$ 79 mil	>\$ 91 mil	> \$ 99 mil	>\$100 mil

WIC Breastfeeding Rates

Initiation Rates

	<u>1990</u>	<u>2000</u>	Increase
◆ WIC	33.7%	56.8%	23%
◆ Non-WIC	62.9%	77.8%	14.8%

Source: Abbott Laboratories Inc., Ross Laboratories
Mothers Survey 1990 & 2000

WIC Breastfeeding Rates 20003

Initiation

WIC	64%
Non-WIC eligibles	79.9%

6 Months Duration

WIC	28.5%
Non-WIC eligibles	44.8%

Data Source: 2003 CDC National Immunization Survey

WIC Infants Ever Breastfed, 2004

Reported at 7 – 11 Months. States by FNS Region.

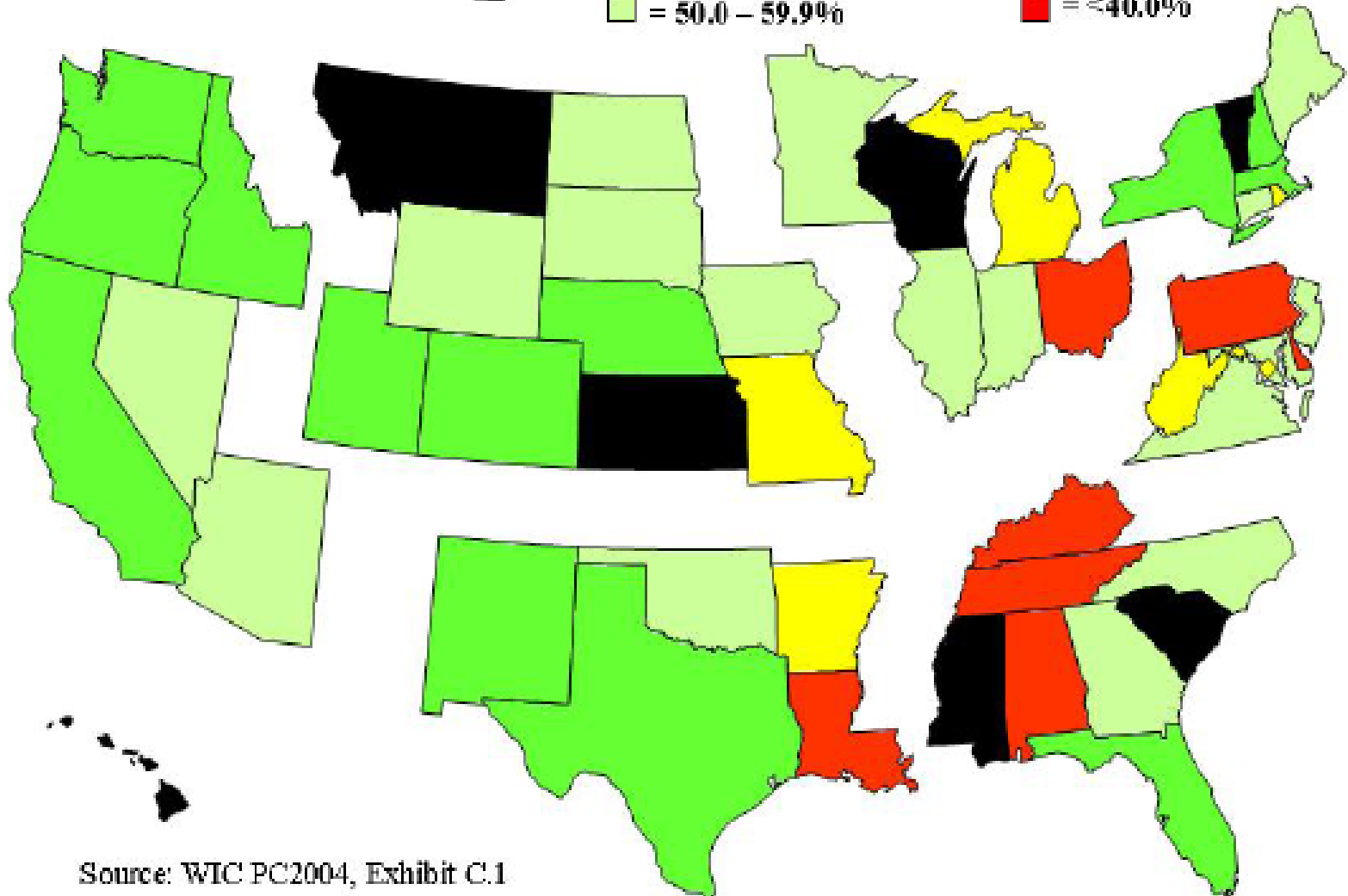
■ = $\geq 60\%$

■ = 40.0 – 49.9%

■ = insufficient data

■ = 50.0 – 59.9%

■ = $< 40.0\%$



Source: WIC PC2004, Exhibit C.1

Update on WIC Breastfeeding Education and Support Efforts

- ◆ USDA Breastfeeding Campaign
- ◆ Fathers Supporting Breastfeeding Project
- ◆ Using *Loving Support* to Build a Breastfeeding Friendly Community
- ◆ Using *Loving Support* to Implement Best Practices in Peer Counseling
- ◆ WIC Hispanic Breastfeeding Promotion and Education Project
- ◆ Proposed Food Package Rule Breastfeeding Provisions
- ◆ Partnerships and Coordination

USDA National Breastfeeding Campaign

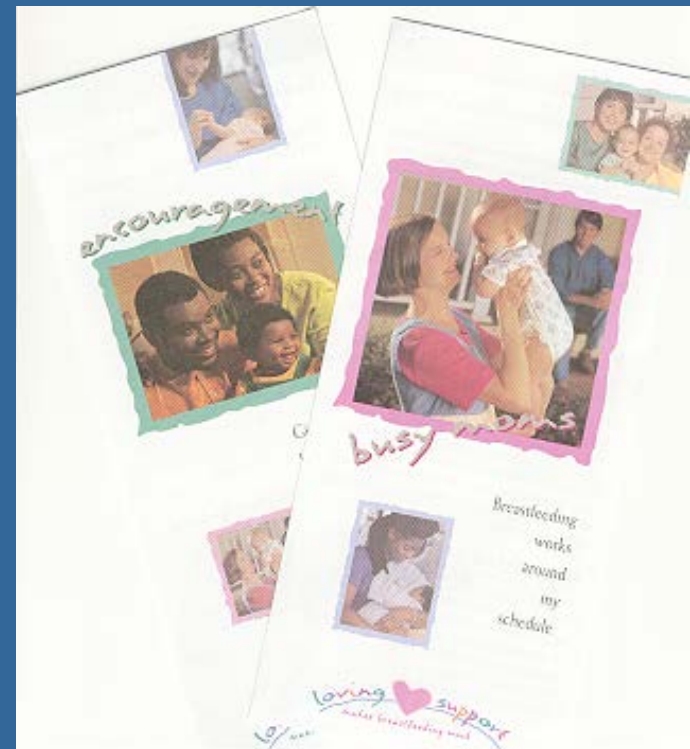


Loving Support
makes breastfeeding work

Campaign materials and Technical Assistance



- ◆ Pamphlets, posters
- ◆ Media materials
- ◆ Promotional items
- ◆ Provider kits
- ◆ Complimentary materials



FATHERS

SUPPORTING BREASTFEEDING

Goals of Project:

- ◆ To highlight the important supportive role of fathers in making breastfeeding successful
- ◆ To provide breastfeeding education and awareness to fathers



- ◆ To address racial and ethnic disparities in breastfeeding rates with culturally appropriate strategies to reach African American women.

“Using *Loving Support* to Build a Breastfeeding Friendly Community”

- ◆ Provided training for WIC staff on how to develop a community-based breastfeeding promotion and education program
- ◆ Taught States to work collaboratively with community partners in breastfeeding promotion efforts



WIC Model Peer Counseling Project

- ◆ Research
- ◆ Development of training curriculum and program resources
- ◆ Management Training Sessions – Summer 2004
- ◆ Peer Counselor Train-the-Trainers Sessions – Spring 2005
- ◆ Evaluation

Research Objectives

- ◆ Understand perspectives of both management and direct services staff about peer counseling program management
- ◆ Identify barriers and motivators for implementing and sustaining peer counseling programs
- ◆ Determine internal WIC barriers to integrating WIC peer counseling with hospitals and other community partners

Research Objectives

continued

- ◆ Isolate factors that contributed to the demise of peer counseling programs within WIC
- ◆ Uncover factors perceived to contribute to successful programs
- ◆ Define requisite training needs for WIC staff to support successful implementation and maintenance
- ◆ Define requisite skills and training needs for peer counselors



USING *Loving Support*[®] TO IMPLEMENT
BEST PRACTICES IN
PEER COUNSELING

Model WIC Peer Counseling Program

Adequate Program Support from State and Local Management

- ◆ Appropriate Definition of Peer Counselor
- ◆ Designated breastfeeding peer counseling program managers and/or coordinators at State and/or local level
- ◆ Defined job parameters and job descriptions for peer counselors
- ◆ Adequate compensation and reimbursement of peer counselors
- ◆ Training of appropriate WIC State/local peer counseling management and clinic staff
- ◆ Establishment of standardized breastfeeding peer counseling program policies and procedures at the State and local level as part of Agency nutrition education plan
- ◆ Adequate supervision and monitoring of peer counselors
- ◆ Establishment of community partnerships to enhance the effectiveness of a WIC peer counseling program



SECTION 2
**PEER COUNSELING:
MAKING A DIFFERENCE
FOR WIC FAMILIES**

Model WIC Peer Counseling Program

Adequate Program Support of Peer Counselors

- ◆ Adequate training and continuing education of peer counselors
- ◆ Timely access to breastfeeding coordinators and other lactation experts for assistance with problems outside of peer counselor scope of practice
- ◆ Regular, systematic contact with supervisor
- ◆ Participation in clinic staff meetings and breastfeeding in-services as part of the WIC team
- ◆ Opportunities to meet regularly with other peer counselors

Peer Counselors Provide Unique And Special Qualities And Services

- Are women **in the community** with personal breastfeeding experience who model and provide breastfeeding information and support for other mothers
- Provide breastfeeding help **outside usual clinic hours and outside the WIC clinic environment**
- **Fill the gap in services** after hospital discharge to achieve seamless continuity of care



Hispanic Breastfeeding and Education Project

- ◆ Identify the breastfeeding barriers that Hispanic mothers face
- ◆ Develop culturally appropriate educational materials in print and video
- ◆ Identify the primary networks within the Hispanic family structure or extended family that provide breastfeeding support
- ◆ Build on the community health and support networks that are so significant in the Hispanic culture

WIC National Breastfeeding Week Theme: Breastfeeding...Anytime, Anywhere



The Original Breastfeeding Anytime...Anywhere



Food Package Proposed Rule

- ◆ **Food Package I** – Infants birth through 5 months **Food Package II** – Infants 6 through 11 months
- ◆ Establishes three feeding options within each infant food package –
 - fully breastfed,
 - partially breastfed, or
 - fully formula-fed.
- ◆ Prohibits the provision of infant formula for breastfed infants during the first month after birth.

WIC Partnerships and Coordination on Breastfeeding

- ◆ Breastfeeding Promotion Consortium
- ◆ Liaison to US Breastfeeding Committee
- ◆ Maternal and Child Nutrition Branch/
Nutrition and Physical Activity
Division/CDC
- ◆ Indian Health Service