WIC BASIC TRAINING: BREASTFEEDING PROMOTION & SUPPORT

MODULE 8

THE FOUR PILLARS OF WIC

AGENDA

- Describe the various supportive roles and responsibilities of WIC staff in protecting, promoting, and supporting breastfeeding
- Discuss breastfeeding orientation and continuing education requirements for all staff
- Outline the requirements to establish and maintain a breastfeeding-friendly local agency environment
- Review the WIC participant categories and the tailoring of food packages for the breastfeeding dyad
- Summarize available breastfeeding supplies and requirements for inventory, issuance, and maintenance
“Breastfeeding and human milk are the normative standards for infant feeding and nutrition.”
American Academy of Pediatrics

BREASTFEEDING MATTERS

“Nursing is not just a parenting decision; it’s after-care. Bodies that have given birth are designed to recover by lactating, and when that process is interrupted, their health suffers.”

EXCESS HEALTH RISKS ASSOCIATED WITH NOT BREASTFEEDING

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Excess Risk (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acute ear infections (otitis media)</td>
<td>100</td>
</tr>
<tr>
<td>Eczema (atopic dermatitis)</td>
<td>47</td>
</tr>
<tr>
<td>Diarrhea and vomiting (gastrointestinal infection)</td>
<td>178</td>
</tr>
<tr>
<td>Hospitalization for lower respiratory diseases (first year)</td>
<td>227</td>
</tr>
<tr>
<td>Asthma, with family history</td>
<td>67</td>
</tr>
<tr>
<td>Asthma, no family history</td>
<td>31</td>
</tr>
<tr>
<td>Childhood obesity</td>
<td>32</td>
</tr>
<tr>
<td>Type 2 diabetes mellitus</td>
<td>64</td>
</tr>
<tr>
<td>Acute lymphocytic leukemia</td>
<td>33</td>
</tr>
<tr>
<td>Acute myelogenous leukemia</td>
<td>18</td>
</tr>
<tr>
<td>Sudden infant death syndrome</td>
<td>56</td>
</tr>
</tbody>
</table>
### Excess Health Risks Associated with Not Breastfeeding

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Excess Risk* (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Among preterm infants</td>
<td></td>
</tr>
<tr>
<td>Necrotizing enterocolitis</td>
<td>138</td>
</tr>
<tr>
<td>Among mothers</td>
<td></td>
</tr>
<tr>
<td>Breast cancer (for each year of breastfeeding)</td>
<td>4</td>
</tr>
<tr>
<td>Ovarian Cancer</td>
<td>27</td>
</tr>
</tbody>
</table>

Office of the Surgeon General (US); Centers for Disease Control and Prevention (US); Office on Women’s Health (US). Rockville (MD): Office of the Surgeon General (US); 2011.

### Contraindications to Breastfeeding

- **Absolute**
  - Galactosemia
  - HIV/AIDS
  - T-Cell Lymphotropic Disease (HTLV Type I or II)
  - Untreated Brucellosis
  - Tuberculosis
  - Herpes
  - Current Substance Abuse
  - Breast Abscess
  - Varicella
  - CMV Infection
  - Group B Strep Infants Only

- **Temporary**
  - Breast Abscess
  - Varicella
  - CMV Infection
  - Group B Strep Infants Only

### Breastfeeding Support and the WIC Program

The WIC Program is federally mandated to promote and support breastfeeding.
ENVIRONMENTS INFLUENCE BEHAVIORS

When breastfeeding is protected, promoted, and supported, parents are 2.5 times more likely to breastfeed.

BREASTFEEDING RECOMMENDATIONS

“Exclusive breastfeeding is recommended up to 6 months of age with continued breastfeeding along with appropriate complementary foods up to 2 years of age or beyond.”

- World Health Organization

BREASTFEEDING RATES ARE INCREASING
SURGEON GENERAL'S CALL TO ACTION LEVELS OF SUPPORT

- Give mothers support
- Strengthen programs that provide maternal support and peer counseling
- Ensure WIC participants have services in place before discharge from the hospital

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POSITIVE REINFORCEMENT

- At every visit with every pregnant and breastfeeding participant, the message of support and promotion must be reiterated.

Breastfeeding Coordinator

Support Staff  Lab Technicians  Peer Counselors  Competent Professional Authorities

BREASTFEEDING ORIENTATION REQUIREMENTS

- Program goals and philosophy regarding breastfeeding
- Communicate the clinic environment and policies that support breastfeeding
- Task appropriate breastfeeding information
- Program operations
WHO IS A BREASTFEEDING PEER COUNSELOR?

- A mother who has personal experience with breastfeeding;
- A paraprofessional;
- Able to portray breastfeeding in a positive manner;
- From the target population;
- Available to work non-traditional hours and days of the week

BREASTFEEDING PEER COUNSELORS

- Serve as role models
- Teach mothers about breastfeeding and provide counseling
- Provide encouragement and guidance
- Provide referrals
- Receive training from the Nutrition Services Branch

WHY ARE PEER COUNSELORS SUCCESSFUL?

- Life experiences draw people together
- Parenting is unifying
- All parents have valuable knowledge to share
- Many mothers express a desire to connect to others prior to the birth of their child
BREASTFEEDING SUPPORT IS EVERYONE'S RESPONSIBILITY

- Anyone can/should refer any participant to your agency's breastfeeding peer counselor(s)

ANSWERING COMPLEX BREASTFEEDING QUESTIONS

Regional Breastfeeding Coordinators and Regional Nutrition Consultants By Perinatal Care Region

Regional Breastfeeding Coordinators are delineated by a bold line
AGENDA

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• Describe the various supportive roles and responsibilities of WIC staff in protecting, promoting, and supporting breastfeeding

Discuss
• Discuss breastfeeding orientation and continuing education requirements for all staff

Outline
• Outline the requirements to establish and maintain a breastfeeding-friendly local agency environment

Review
• Review the WIC participant categories as they relate to breastfeeding and appropriate food packages

Summarize
• Summarize available breastfeeding supplies and requirements for inventory, issuance, and maintenance

THE POWER OF A POSITIVE COMMENT

INSTEAD OF:
• Are you going to breast or bottle feed?
• Do you need any formula "just in case"?
• Do you need formula today?

USE POSITIVE MESSAGES:
• What have you heard about breastfeeding?
• Please call us if you have any questions
• Do you want to talk to the breastfeeding peer counselor before you leave today?

A BREASTFEEDING-FRIENDLY ENVIRONMENT

Assessing your WIC clinic:
• Do you know where your written breastfeeding policies are?

• Do you know who the Breastfeeding Coordinator is?

• Is your clinic breastfeeding friendly?

• Knowledge and attitudes of providers and staff
Eliminate visibility of breast milk substitutes
• Store all formula, bottles etc. out of sight
• Avoid passive promotion of formula feeding
• Incorporate positive, culturally friendly, consistent breastfeeding messaging

Exhibit a positive attitude towards breastfeeding
Ensure that mothers are comfortable breastfeeding in the agency
• Post signs in waiting rooms
• Establish a room or space for breastfeeding women

Ensure participant access to breastfeeding promotion and support
• All prenatal clients receive information on WIC services, breastfeeding promotion, and management issues
• Follow-up counseling and support offered throughout postpartum period

Establish and maintain collaborative community partnerships
• To be revised annually
  • Indicate in revision assurance that relevant partners have knowledge of the BFPC Program services
  Refer to WPM Chapter 9, Section I

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BREASTFEEDING ANYWHERE, ANYTIME
“...a woman may breastfeed in any public or private location where she is otherwise authorized to be, irrespective of whether the nipple of the mother’s breast is uncovered during or incidental to the breastfeeding.”
N.C. Gen. Stat. § 14-190.9

Message:
Parents can breastfeed anywhere and especially at WIC. Parents must be supported to breastfeed their child where they feel most comfortable.

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RECOMMENDATIONS

- Encourage activities that create breastfeeding-friendly communities.
- Encourage breastfeeding-friendly workplaces.
- Encourage breastfeeding-friendly child care facilities.
  - Help facilities learn how to promote, protect and support breastfeeding.
  - Make referrals and connect mothers (required)
    - Health care providers trained in breastfeeding
    - Breastfeeding Peer Counselor
    - North Carolina Breastfeeding Coalition
    - Others in your community!

Resources for Support

- The North Carolina Breastfeeding Coalition
- Breastfeeding-Friendly Child Care
- La Leche League

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WIC Participant Food Benefits

Food Packages

- Fully Breastfeeding
- Partially Breastfeeding
- Fully Formula
  (Non-breastfeeding woman's food benefits end at 6 months)

ISSUING FOOD PACKAGES TO THE BREASTFEEDING DYAD

- Begin prenatally, provide anticipatory guidance
- Conduct breastfeeding assessments
- Provide counseling and support for the breastfeeding dyad
- Refer to breastfeeding peer counselors or other community resources
- Provide positive reinforcement
- Tailor the food package to meet, but not exceed the infant's nutritional needs
- Respect personal decision making
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WIC BREASTFEEDING SUPPORT

- Accurate breastfeeding information
- Trained breastfeeding peer counselor who offer advice, respond to questions and concerns, and help build breastfeeding confidence
- Access to experts who can address breastfeeding challenges
- Issuance of breastfeeding food packages
- Resources for parents' support networks, including materials and information for dads and grandparents
- Referrals to community resources including support groups
- Encouragement
- Creation of a breastfeeding friendly clinic environment

BREAST PUMPS ARE NOT BREASTFEEDING SUPPORT

NC BREASTFEEDING SUPPLIES

- Breast Pumps (State approved brands only)
- Collection Kits (single-user items) (State approved brands only)
- Breastfeeding Aids (single-user items)

BREASTFEEDING SUPPLIES ALLOWABLE COST

Refer to WPM Chapter 9, Section 5

Green = required supply  Yellow = optional supply
COMPETENCIES FOR ISSUANCE

- Offer breastfeeding support
- Teach hand expression
- Assess the appropriate breast pump based on the mother's needs
- Answer questions and provide follow-up contact(s) to the mother within 72 hours of issuance

CHECKING AND CLEANING OF RETURNED MULTI-USER PUMPS

- A returned multi-user pump must be accepted at the initial point of contact by any clinic staff
- Each local agency should identify and train the staff who are responsible for cleaning multi-user within one business day of a pump being returned to the local agency
- Complete return into Crossroads

REVIEW

Whether or not you were breastfed…
Whether or not you have breastfed…

YOU CAN SUPPORT BREASTFEEDING!
BE PROACTIVE in a REACTIVE ENVIRONMENT!!!

Each of us has a responsibility to promote, protect, and support breastfeeding!
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   1400 Independence Avenue, SW
   Washington, D.C. 20250-9410

2) Fax: (202) 690-7442; or

3) Email: program.intake@usda.gov.

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