

New WIC Way: Foods and Focus





Warm-Up

- If you were having your first baby now, what would you do differently?
- No children – what do you see parents doing now that is different from what you saw in high school?





**Breastfeeding:
a Public Health
Priority**

Benefits to Baby

Reduced risks for:

- otitis media (ear infections)
- upper and lower respiratory infections
- urinary tract infections
- gastroenteritis
- allergies
- overweight/obesity



More Benefits to Baby


Reduced risks for:

- Diabetes
- Crohn's disease
- Childhood Leukemia
- Cardiovascular disease
- Sudden Infant Death Syndrome (SIDS)





Benefits for Mom

- Rapid recovery after having a baby
 - Decreases risk of anemia
 - Weight reduction
 - Reduces risk of breast cancer
 - Reduces risk of ovarian cancer
 - May reduce risk of endometrial cancer
 - Reduces risk for osteoporosis
- 

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graph TD; A[Community Benefits] --- B[New parents miss less work]; A --- C[Fewer healthcare visits & lower insurance costs.]; A --- D[Breast milk is a natural and renewable resource];
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Community Benefits

New parents miss less work

Fewer healthcare visits & lower insurance costs.

Breast milk is a natural and renewable resource



WIC and Medicaid Savings

WIC infant breastfed 3 months:

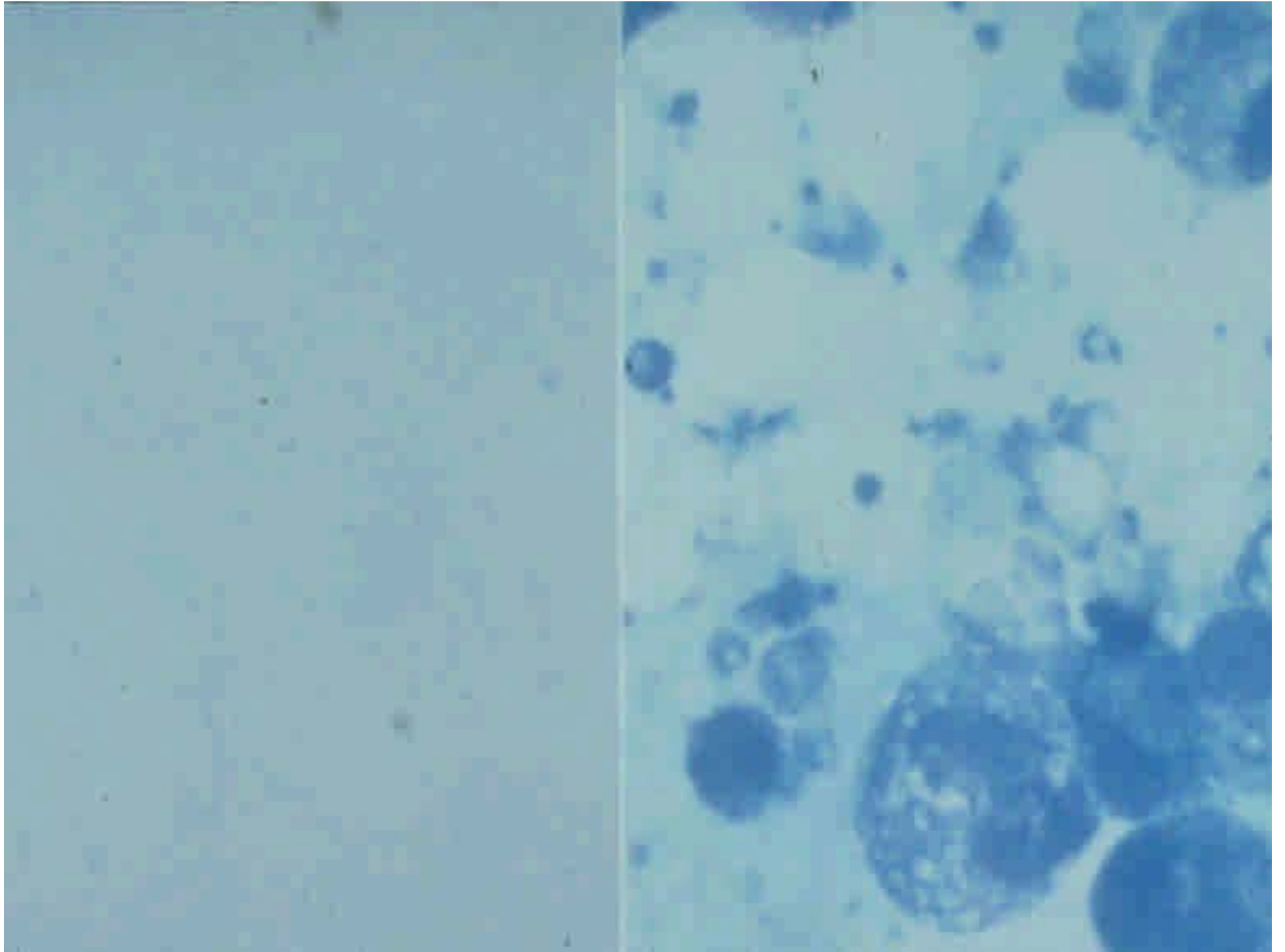
✓ Savings of \$112 in Medicaid costs

✓ Savings of \$478 in WIC costs and Medicaid expenditures in first 6 months

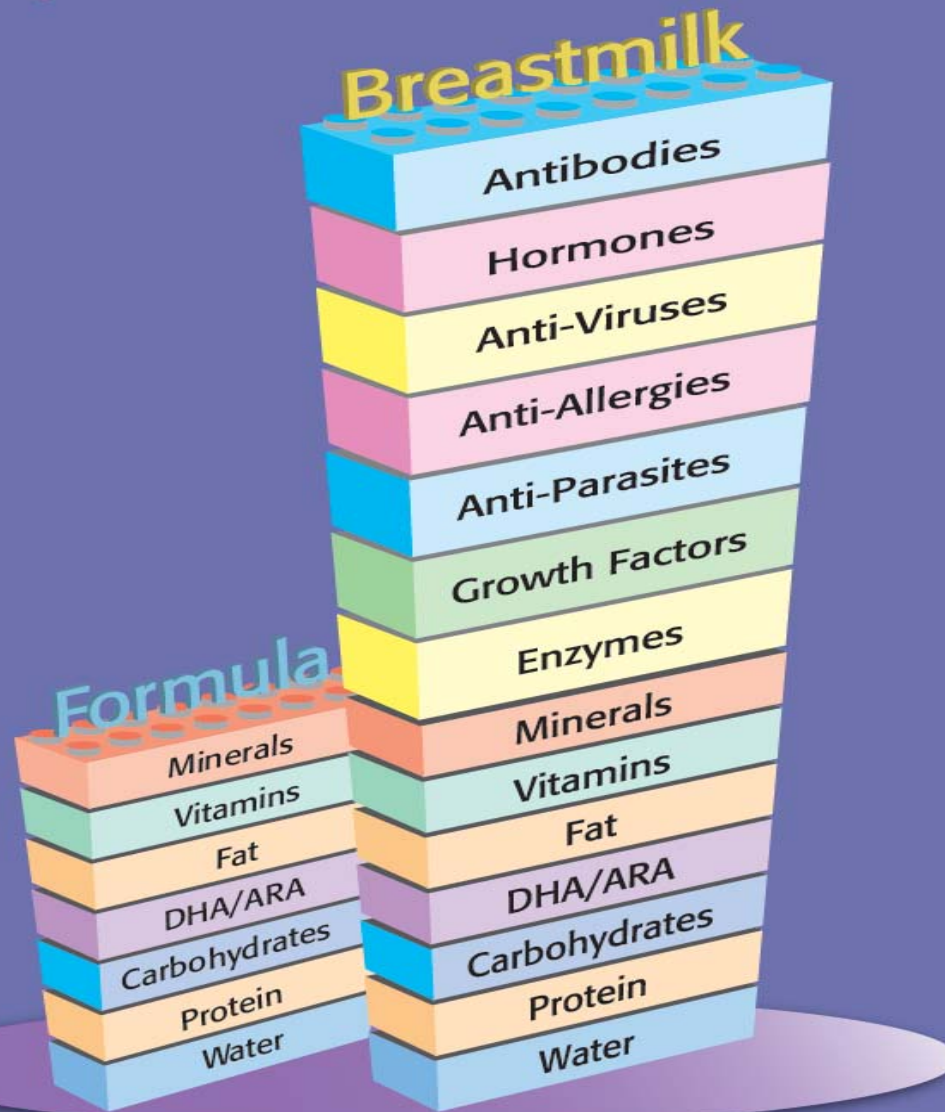
✓ Savings of 50% in pharmacy costs.

Montgomery, D.L., Splett, P.L. (1997). Economic Benefits of Breastfeeding Infants Enrolled in WIC. *American Journal of Dietetic Association*, 97:379-385.





Breastmilk Has *More* of the Good Things Babies Need





**Why don't more of
our WIC moms
breastfeed?**






**New WIC Way:
Breastfeeding
Support**

WIC Staff Roles - USDA

- All WIC staff have responsibility to encourage, educate, and **support** women breastfeeding their infants.

- All staff have basic knowledge of breastfeeding & understand their unique role.





**What's the difference
between Breastfeeding
Promotion and Support?**



Feed him on the left!

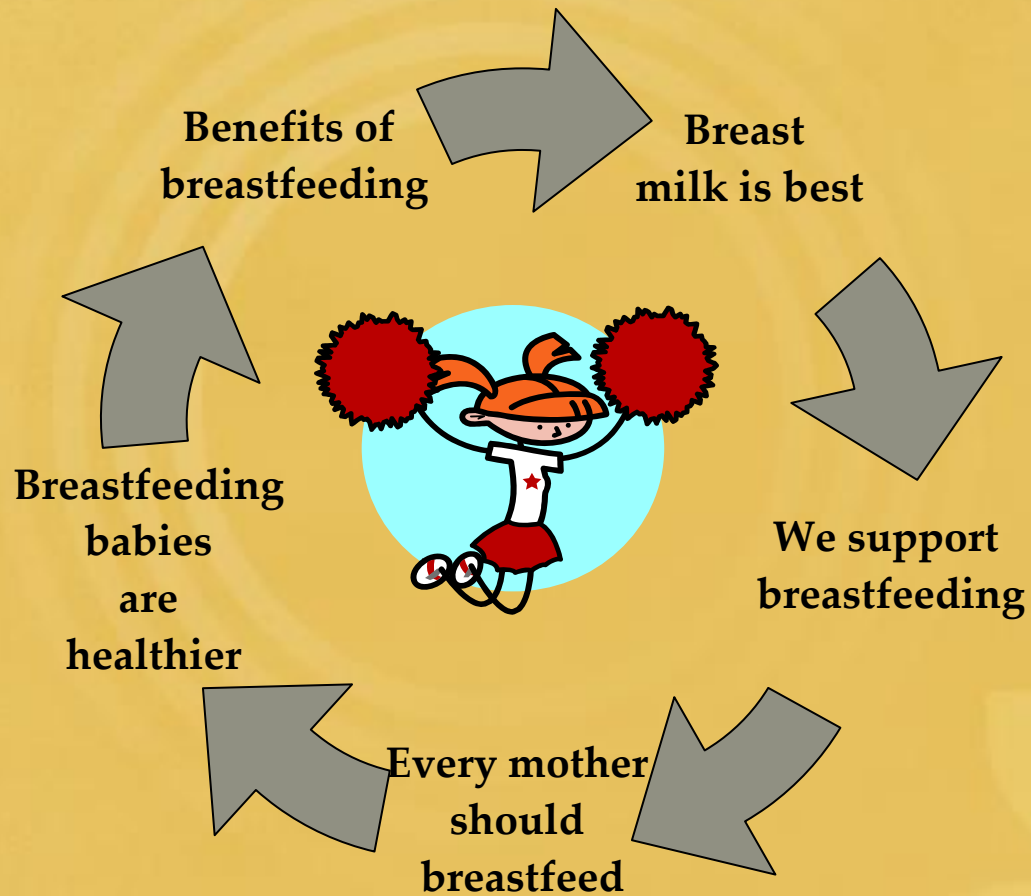
Feed him on the right!

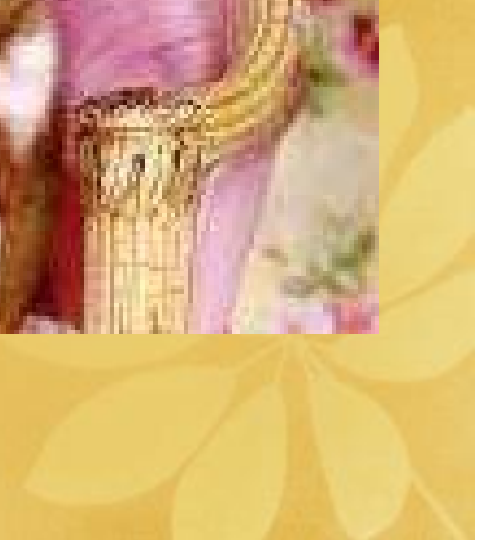
Feed him in the morning,
noon, and night!

Yeah! Breastfeeding!



What is promotion?





What is support?

- How can we help?
- What will work for you?
- We have answers that will help you
- We can help by observing a feeding with your baby

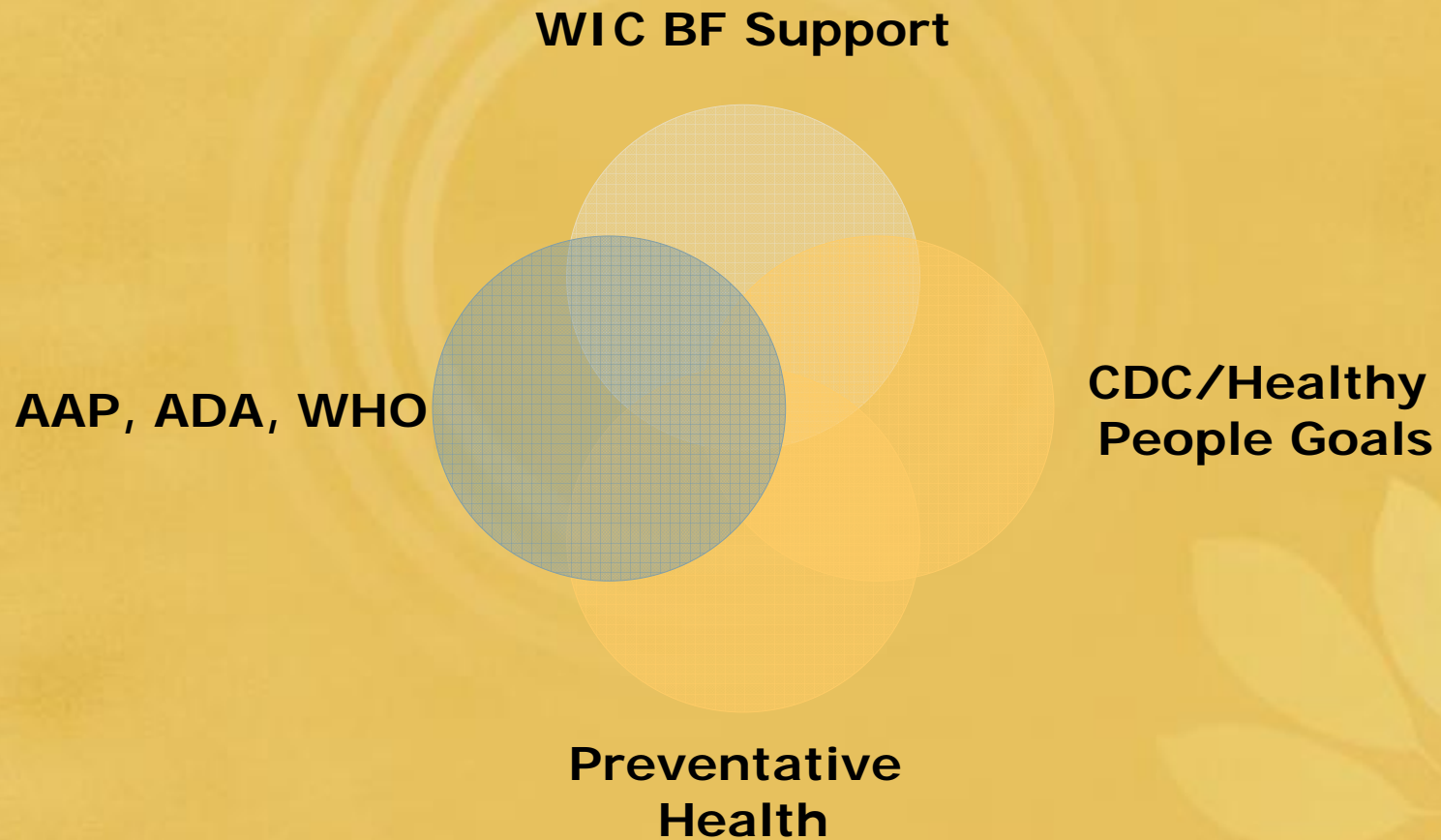


We need to change!



- Past approach - issue formula to the breastfeeding mother
- New WIC Way - no formula in the first month
 - Establish milk supply – early, frequent breastfeeding = lots of prolactin receptors
 - Fewer prolactin receptors = less milk production at month 2-3

Why Change?





New WIC Food Packages

New WIC Way Focus: Breastfeeding





BF Food Package Definitions

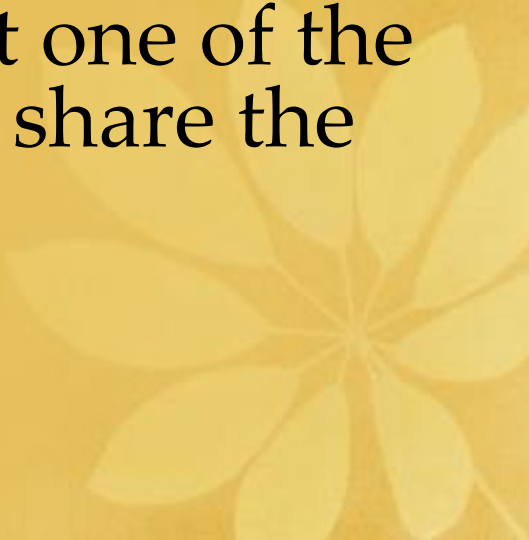
Fully Breastfeeding	Mostly Breastfeeding	Some Breastfeeding
Infant is BF and receives no formula from WIC	Infant is BF and receives $\leq \frac{1}{2}$ package formula	Infant is BF and receives $> \frac{1}{2}$ package formula Some BF women receive post partum package (<6 months); no food package > 6 months



BF Food Package - Multiples

- Fully Breastfeeding Multiple Infants = 1.5 X Full BF Package
- Mostly Breastfeeding Multiple Infants = Full BF Package

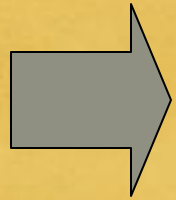
Mothers breastfeeding multiples must
✦ have status that matches at least one of the infants when all siblings do not share the same breastfeeding status.





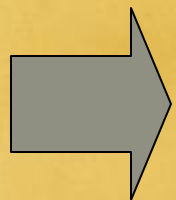
The New Food Packages

Fully breastfeeding mothers




most variety & largest quantity of food: \$10 fruit and vegetable check.

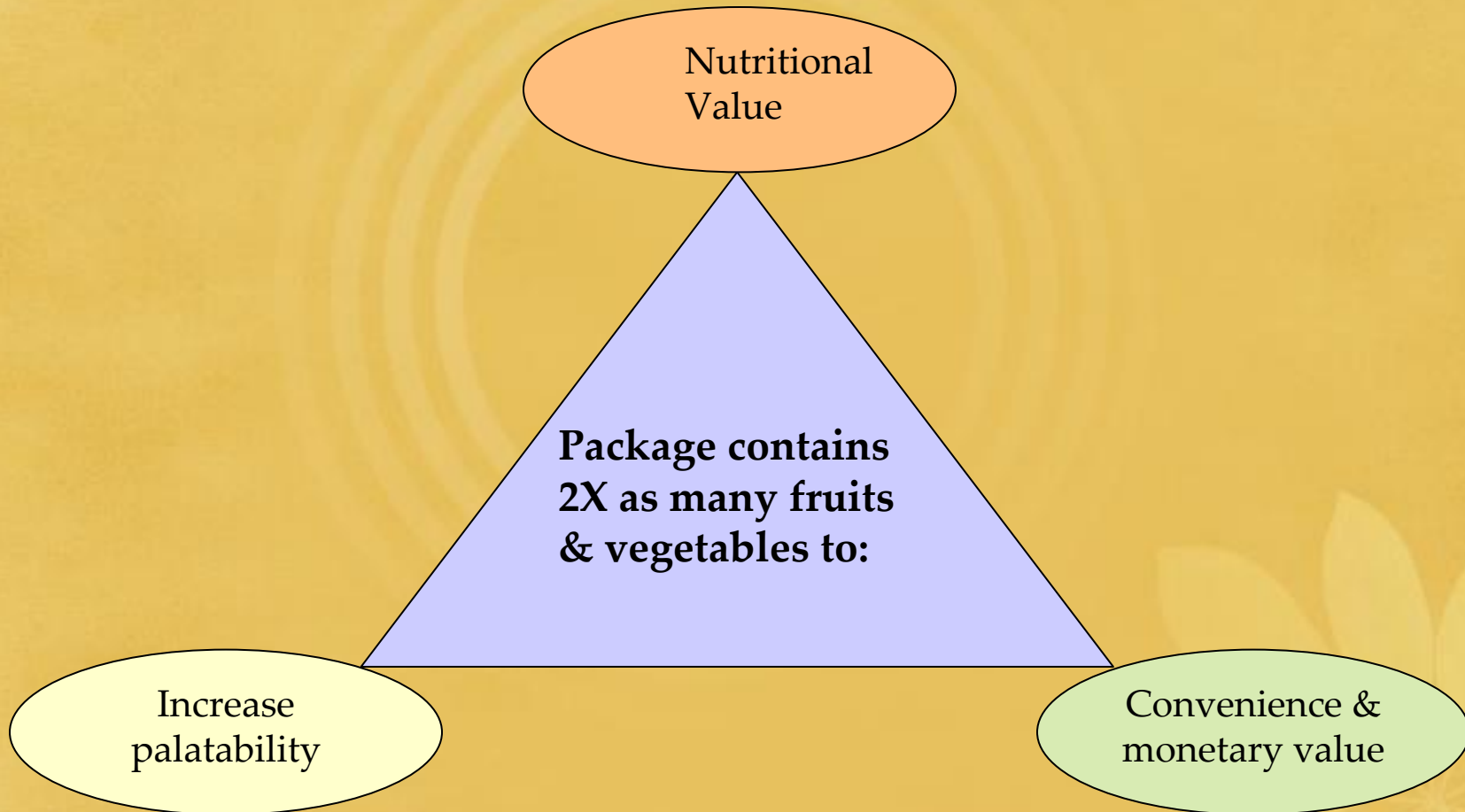
Fully breastfeeding infants ≥ 6 months



twice the amount of baby fruits & vegetables + baby food meats




Fully Breastfed 6-12 Month Infants





Prepare the mothers

- At 6 months of age:
 - Infants assessed for readiness & food packages tailored accordingly
 - Providing the maximum amount of solids may undermine breastfeeding
 - Mothers should be counseled on readiness signs & properly introducing solids.
- 

What to do with all that baby food?

Mix vegetables with rice or noodles

Mix with other mashed or chopped foods


Add pieces of fruit & vegetables to baby foods

Use pureed fruits, vegetables, or meats – soups, hotdishes, baking



Fully breastfed 6-12 Month Infants

This package includes baby food meats
because:

- All babies need foods that supply iron and zinc.
 - Meat is one of the best sources of these nutrients.
- 



**Breastfeeding Dyad
Assessment for Prescribing
Appropriate Food Packages**

Policy 4.13 Breastfeeding Dyad

- Formula only issued after careful assessment of breastfeeding dyad by a CPA
- Provide minimal amount of formula that meets the infant's nutritional needs so mother doesn't over supplement
- Maximum of one can formula may be prescribed in breastfed infants' first month – **not automatic!**



If Formula Requested by BF Mom

CPAs...

Assess reason for the request

Counsel to address concerns

Educate on the impact of formula

Explore options for breastfeeding


Encourage exclusive

breastfeeding in 1st month






The First 30 Days

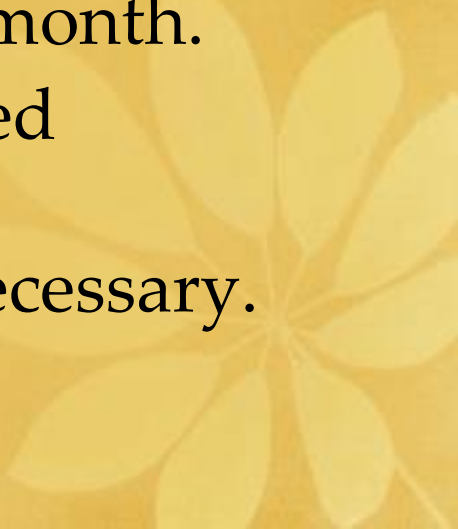
- The cert appointment – close to birth as possible
 - Critical period of breastfeeding – support provided
 - Highly recommend – follow up contact within 30 days to provide support, assistance as needed
 - Encourage involvement of peer counselors
- 


Changes in Breastfeeding Status

- Mothers may change breastfeeding status any time after assessment and counseling
- Status changes between 'fully', 'mostly' and 'some' can be done without certification issues
- Changing from 'none' to any breastfeeding status requires a new certification




No Formula in the First Month – Lessons from California WIC

- Lots of staff training – all are comfortable with supporting breastfeeding.
 - Tell all pregnant women that WIC doesn't routinely give formula to breastfed babies < 1 month old.
 - If they want to combo feed, tell them they can after fully breastfeeding for the first month.
 - After the first month, many don't need formula the second month.
 - Formula is only given if medically necessary.
- 




Food Package Scenarios 1-4

- Work together at your table.
 - Designate one person as recorder and one as spokesperson for the group.
 - Spokesperson reports to full group.
- 




In these scenarios did we...

- Support the mother?
 - Not offer formula as a solution?
 - Address her concerns?
- 




Clerks

- Ask how BF is going
 - Where to get help for clients
 - If mom asks for formula, say, “let me get someone to help you with breastfeeding”
 - Praise BF: “We’re so proud of you for nursing your baby. Any amount is wonderful!”
 - Women Can Breastfeed – WIC Will Help!
- 



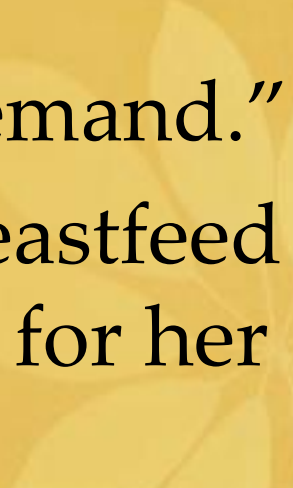
CPAs

- Use VENA to assess concerns
 - Current evidenced - based education to assist mothers
 - Direct approach for support
 - Come out from behind the desk
 - Assess the latch
 - Observe and assess a feeding
- 






Peer Counselors

- Help mothers explore and address concerns
 - Provide education to moms - giving formula will tell their body not to make breast milk
 - Teach law of “supply and demand.”
 - Encourage moms to fully breastfeed and receive additional foods for her and her baby
- 



Have one staff member

- Trained to provide counseling for BF problems that go beyond the latch
 - Health professionals need to know when and why to refer
 - Ideally, this would be an IBCLC or CLS
- 




Prioritize Clients




Priority Clients

Who needs your support the most?

- First time mothers
 - Working mothers
 - Mothers who think they don't have enough breast milk
 - Mothers who had breastfeeding problems before
- 




Priority Clients

- Mother has had breast surgery
 - Mother has high blood pressure
 - Mother smokes
 - Mother is very overweight or obese
 - Mother has a preterm or late preterm (35-38 weeks) baby
- 



Priority Clients

- Mother has an infant with a congenital anomaly
 - Infant was discharged on a special feeding plan
 - Infant is being supplemented regularly
 - Mother is Nervous Nellie
- 

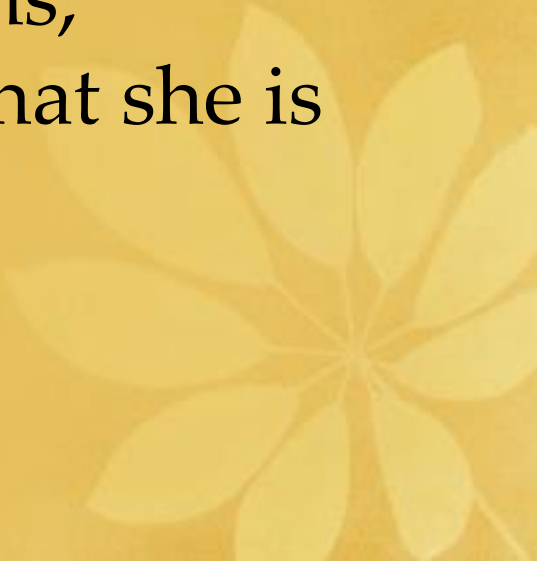


**Two Most Common
Complaints from
Breastfeeding Mom**



Two Most Common Complaints

“I don’t have enough milk”


- Find out why she thinks this
 - Find out if the baby is gaining
 - Inquire about baby’s output
 - Inquire about what medications, including birth control meds that she is taking or has been given
- 



Two Most Common Complaints

“I don’t have enough milk”

Most of the times her answers are going to show that she is interpreting normal baby behaviors as indicators of her not having enough milk





When a mother thinks...

She does not have enough milk




Her first response is to supplement
with formula




This causes her supply to diminish

**Exactly the opposite of what
we want to happen!**






Priority of Education

- Prevention of “perceived” insufficient milk supply
 - Prenatal emphasis on how to make milk
 - NO supplementation – Why?
- 



Two Most Common Complaints

“I have sore nipples”

- Most common cause of sore nipples is poor positioning and latch
 - Mothers want hands-on help with breastfeeding
 - Mothers are NOT embarrassed by hands-on help
- 








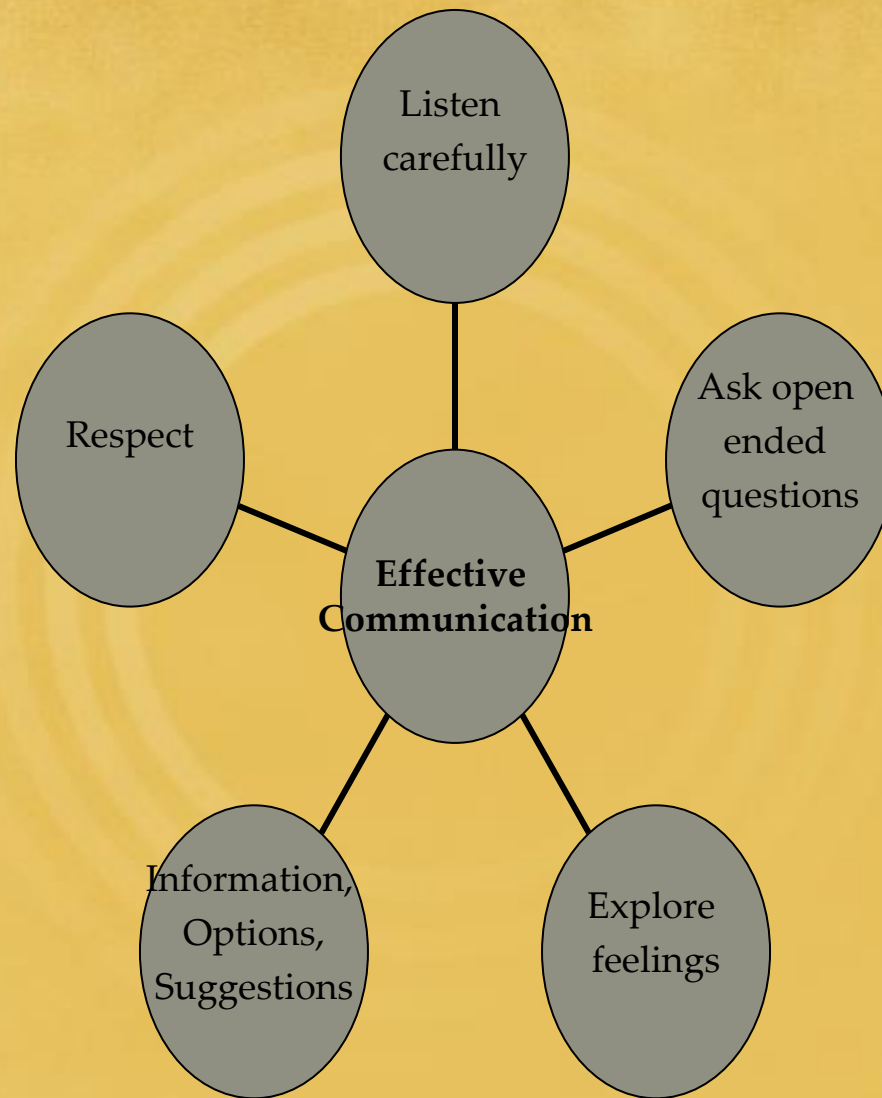
Two Most Common Complaints

I have sore nipples

- If your help with positioning and latch doesn't improve the pain within 24-48 hours, refer on!!!
 - Remember that the second most common reason for stopping breastfeeding is sore nipples...so act quickly!!!
- 




Effectively Communicating






Open-Ended Questions

- Establish trust
 - Encourage her to tell you MORE
 - Give you the information you need to better target your educational messages.
- 



Open-Ended Questions

WHAT

- What is most important to you today?
 - What are some things you've already tried?
 - What is a typical day like for you?
- 



Open-Ended Questions

HOW

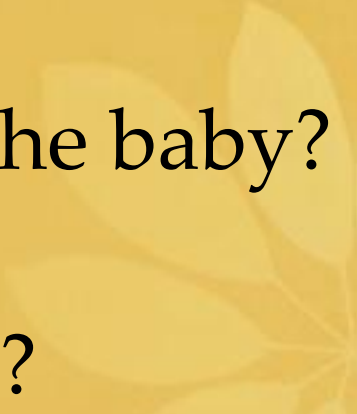
- How do you feel about your baby's weight?

TELL ME...

- Tell me what your mother tells you about breastfeeding
- 



Practice - Open - Ended Questions

1. Are you going to breastfeed or bottle feed?
 2. Are you drinking enough fluids?
 3. Are you going to work after the baby is born?
 4. Do you plan to room-in with the baby?
 5. Are your nipples sore?
 6. How long does the baby sleep?
- 



How Affirmation Connects


Doesn't mean
you *agree* with her

Builds trust

She's not alone


Helps her relax

Valued as a mother



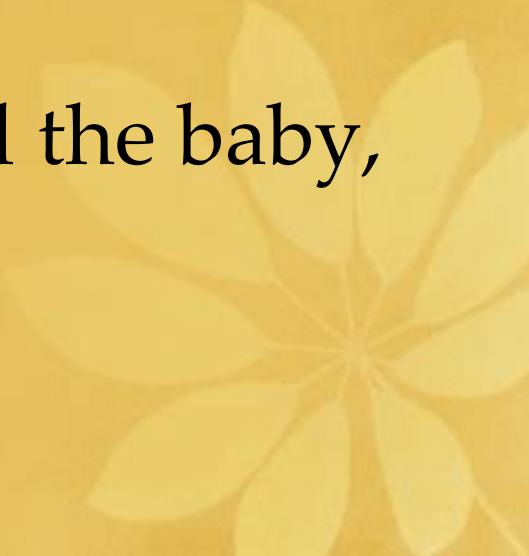


Affirmations to Try Out

- Your family is very lucky to have such a dedicated mother.
 - You have a good reason to give up and yet you've stuck with it.
 - Other mothers have worried about this too.
 - I remember feeling that way, too!
 - It's obvious how much you love your children.
- 



Practice – Affirming Statements

1. I don't eat the right foods to breastfeed.
 2. My friends say giving her cereal in a bottle will help her sleep all night.
 3. She is so fussy. I'm sure she is allergic to my milk.
 4. I want my partner to help feed the baby, too.
- 



**What do you currently do at your
WIC Project that supports
breastfeeding?**

**What changes can your WIC
Project make to support
breastfeeding?**

Questions

