

# New Hampshire WIC Nutrition Program FY2014 Breastfeeding Peer Counseling Program Update

## Training

- State Agency hosted two Using Loving Support to Grow and Glow in WIC Breastfeeding Training for WIC staff and other community program partners, such as community health center nurses, public health nutritionists, home visitors, and health educators.
- The BM-CAP Breastfeeding Coordinator hosted 2 separate 3-day Loving Support Through Peer Counseling trainings for new peer counselors in this past fiscal year.
- The State WIC Breastfeeding Coordinator and Nutrition Coordinator, along with 22 local agency nutritionists and peer counselors, attended the annual NH Breastfeeding Task Force Annual Conference on June 19, 2014. This year's training was "Supporting the Breastfeeding Mother with a History of Substance Abuse" presented by Karol Kaltenbach, PhD.
- 1 additional peer counselor was able to take the Certified Lactation Counselor training and become a CLC this year. As of June 2014, 9 of 14 peer counselors are CLC certified.

## State and Local Agency Policies

- Quarterly updates to the NH Policy and Procedure Manual continue to be released to local agencies. A revised BFPC Program Description and BFPC Program Documentation policy was released in October 2013. A revised Letter Template for Lost Electric Breast Pumps along with a new policy for Issuing Electric and Manual Breast Pumps and a Checklist for Returning Electric Breast Pumps was added in April 2014.
- Local agency breastfeeding coordinators continue to submit quarterly reports to the State Agency indicating the number of peer counselors, number contacts completed, and the category and length of time spent on counseling, training, issuing pumps, and other approved activities.
- The total contacts for each quarter are listed:

Quarter	Phone Contacts	In-clinic Contacts	Electric Breast Pumps
Oct-Nov-Dec 2013	1,130	1153	104
Jan-Feb-March 2014	835	938	110

## State and Local Agency Staffing

- The NH WIC Program contracts with four local agencies to provide statewide peer counselor services. Each local agency has a breastfeeding coordinator and a staff of peer counselors, for a total of 14 peer counselors.
- One agency has an IBCLC on staff as their Breastfeeding Coordinator, who provides training and supervisor to the peer counselors, as well as triage for the high-risk breastfeeding dyads.
- The BMCAP WIC Program was honored at the 2014 NH Breastfeeding Task Force Annual Conference for Promoting, Protecting, and Support Breastfeeding in the state of NH.

## Resources and Breastpumps

- BMCAP WIC Program piloted a single user electric breast pump program over the past year. The Agency was provided 30 single user electric breast pumps, the Medela Pump In Style. The goal was to issue to mothers with a solid commitment to breastfeed for 1 year who were planning to return to work or school and whose infant was least 6 weeks old. The Peer Counselors and Local Agency BF Coordinator worked together to issue the single user pumps to those who met the established criteria. The local agency BF Coordinator worked closely

with the State BF Coordinator to develop a draft policy and criteria for issuing the limited number of single user pumps. Of the 30 exclusively breastfeeding mothers, only 1 supplemented with formula before 6 months.

Participants who received the pump expressed gratitude for the opportunity. Included are some comments from participants:

- “I love the pump, its “phenomenal”. Loves that I can keep it so I can exclusively breastfeed for more than 1 year, goal is 2 years”
- “Very appreciative of the program, without it would not have been able to exclusively breastfeed. Pumps only at work, about 4 times per shift. Very compact and easier to handle than the multi user pumps. Has to use the break room to pump and this pump is easier to carry around and be more private with when pumping at work. Loves the pump.” (This Mom had a Symphony before trading it for a Pump In Style)
- “I love the Pump In Style, it’s very portable and I took it on vacation. It’s high quality and boosted my supply well as it’s very effective. I plan to use it again with future children.”
- The single user electric breast pump pilot program will be rolled out to the other local agencies this year.
- NH is planning to request use of unspent food funds to purchase electric and manual breastpumps.

### **Coordination Activities**

- The Local Agency Breastfeeding Coordinators continue to schedule visits with local hospital lactation consultants in order to establish relationships to keep mothers connected to WIC after hospital discharge, and to facilitate electric pump assignment when needed.
- Each of the four local agencies have World Breastfeeding Activities planned in their community in collaboration with their local hospital lactation department.
- The Division of Public Health Services Breastfeeding Integration Committee meets twice a year to share progress on meeting the goals and action steps set forth in the Surgeon General’s Call to Action to Support Breastfeeding.
- The WIC State Breastfeeding Coordinator continues to represent the Department on the NH Breastfeeding Task Force and is involved in activities such as the Annual Conference, Breastfeeding Friendly Childcare, Social Media training and providing WIC updates.
- The WIC State Breastfeeding Coordinator co-chairs a newly formed sub-committee, Breastfeeding Friendly Child Care, within the NH BF Task Force (NH Breastfeeding Coalition). The first Breastfeeding Friendly Child Care Award was presented at this year’s Annual Breastfeeding Conference.
- Local Agency Breastfeeding Coordinators are also members of the NH Breastfeeding Task Force.
- State WIC Breastfeeding Coordinator continues to offer a 3-day (18 hour) training, Using Loving Support to Grow and Glow in WIC: Breastfeeding Training. Two trainings were held this past year, with another training scheduled for the Fall of 2015. The training is open to all WIC nutritionist staff, as well as, MCH funded community health centers and home visiting programs. Day one is intended to be a general overview of breastfeeding support and promotion activities. Day two and three is intended to be a little more concentrated on breastfeeding management and skills.
- State Breastfeeding Coordinator continues to serve on the NWA BF Committee to assist with activities such as the NWA BF webinars, World Breastfeeding Week infographic, and NWA position papers, such as the Role of an IBCLC in WIC, Role of Infant Formula in WIC and Donor Human Milk.
- The Southern New Hampshire Services and Southwestern Community Services WIC Program continue to collaborate with the Keene Breastfeeding Coalition project, Early Infant Feeding Practices and Breastfeeding Beliefs among New Hampshire WIC Mothers.
- NH WIC Program has been working closely with the NH Medicaid program to increase the Medicaid fee schedule for electric breastpump coverage from \$68 to \$173. This was effective January 2014.