

New Hampshire WIC Nutrition Program FY2015 Breastfeeding Peer Counseling Program Update

Training

- The State Agency hosted a Using Loving Support to Grow and Glow in WIC Breastfeeding Training for WIC and other community program partners. Those in attendance included WIC nutritionists, cooperative extension educators, home visitors, a nurse practitioner, and pediatric nurses. The feedback was very positive.
- The BM-CAP and SNHS Breastfeeding Coordinators hosted a 3-day Loving Support Through Peer Counseling training for their new peer counselors in this past fiscal year.
- SNHS increased their peer counselor staff and hours from average of 1 FTE: 679 women to a more manageable 1 FTE: 415 women. This was the result of increasing the available peer hours from 58/week to 91 hours/week.
- 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 1, 2015. This year's training was NH Leads the Way: Implementing Research into Best Practices for Breastfeeding.

State and Local Agency Policies

- Local agency breastfeeding coordinators continue to submit quarterly reports to the State Agency indicating the number of active peer counselors, hours available to participants weekly, number of contacts completed, and the category and length of time spent on counseling, training, issuing pumps, and other approved activities.
- The quarterly contacts for FY15 are listed:

Quarter	Phone Contacts	In-clinic Contacts	Electric Breast Pumps
Oct-Nov-Dec 2014	1,130	1153	104
Jan-Feb-March 2015	835	938	110
April-May-June	xxxx	xxxx	xxxx

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 17 peer counselors.
- One agency has an IBCLC on staff as their Breastfeeding Coordinator, who provides training and supervision to the peer counselors, as well as triage for the high-risk breastfeeding dyads.
- A new Local Agency Breastfeeding Coordinator was assigned at Southern New Hampshire Services, Michelle Smith-Beaudoin, who brings lots of energy and enthusiasm to increase the breastfeeding rates at the program.

Resources and Breastpumps

- After a successful single user electric breast pump pilot with BMCAP WIC, single user electric pumps are now available to all agencies for mothers who make a commitment to breastfeed for the first year.
- Single user electric breast pumps are now available to all Medicaid enrolled mothers after a change in reimbursement. The number of breastpumps provided by the WIC Program has gone down, but the need for education and support around pumping, storage and handling of breastmilk has increased.
- NH purchased new breastfeeding support teaching tools (breast models and Medications and Milk books) for nutritionists and peer counselors to use when counseling and hosting classes (coming in 2016).

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 provide support during the early weeks of breastfeeding.
- Each of the four local agencies have World Breastfeeding Activities planned in their community in collaboration with either their community health center, local hospital lactation department, or Farmers' Market.
- The Division of Public Health Services received a grant through ASTHO to work with the NH Ten Steps project team focused on increasing maternity practices support of breastfeeding.
- The WIC State Breastfeeding Coordinator continues to represent the Department on the NH Breastfeeding Task Force and is involved in activities such as educational materials, Breastfeeding Friendly Childcare initiative, Workplace Lactation Support initiative, and providing WIC updates.
- The WIC State Breastfeeding Coordinator co-chairs the sub-committee, Breastfeeding Friendly Child Care, within the NH BF Task Force (NH Breastfeeding Coalition). They co-presented four NH childcare centers with the NH Breastfeeding Friendly Child Care award this year (June 2015).
- All four Local Agency Breastfeeding Coordinators are 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. One training was held this past year, with another training scheduled for the Fall of 2015. The training is open to all WIC nutrition 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 are intended to be a more concentrated on breastfeeding management and skills.
- The WIC State Breastfeeding Coordinator continues to serve on the NWA BF Committee to assist with activities such as the NWA BF webinars, World Breastfeeding Week info sheet, and NWA position papers, such as the Role of an IBCLC in WIC and Donor Human Milk.
- Southwestern Community Services WIC Program continues to collaborate with the Monadnock Region's Community Coalition for the Promotion of Breastfeeding.