

Breastfeeding Promotion and Support with the New Food Package



Love to Grow
On!

Training objectives

Staff will be able to describe how the new food packages support breastfeeding.

Staff will be able to identify ways to support, encourage and inform women of the benefits of exclusive breastfeeding at the pregnancy and post-partum nutrition contact.

Staff will be able to identify food package options for breastfeeding women and infants in the new food package.

The WIC Breastfeeding Food Package is Changing as a result of ...

a 2005 USDA contract with the
Institute of Medicine (IOM) to
independently review WIC Food
Packages.

IOM review recommended changes in the WIC food packages to help WIC more actively promote and support exclusive breastfeeding

Interim Rule Summary

Better support for breastfeeding mothers' nutritional needs, more incentives for initiation and duration, and minimize supplementation.



Major Changes for Fully Breastfeeding Mothers

Fully breastfeeding mothers receive most variety and largest quantity of food, including \$10 cash value voucher for fruits and vegetables.

Fully breastfeeding infants at 6 months receive larger quantities of baby food fruits and vegetables and baby food meat.

Key points

- All pregnant women will be encouraged to breastfeed
- All staff are needed to encourage and support breastfeeding mothers
- WIC is working towards protecting mother's milk supply, especially during the 1st month
- Exclusive breastfeeding is recommended and helps protect milk supply

Requests for Formula

- If a breastfeeding mother requests formula she needs to be referred to the nutritionist for an assessment
- There is no routine issuance of formula in the first month for breastfeeding babies



Why no routine formula?

Introducing formula can interfere with a mother's milk supply and WIC wants to protect the mother's milk supply for breastfeeding success!

As we implement the New
Breastfeeding Food Packages, ALL
WIC staff have a role ...

- To help mothers make an informed decision
- To encourage mothers in their decision to breastfeed their babies
- To support breastfeeding mothers once they make their decision

Promoting, Supporting and Encouraging Breastfeeding



BREASTFEEDING

It Rocks!

Why does WIC support breastfeeding?

- Breastfeeding is healthy for mothers, babies, families, communities and society
- Many mothers in our program choose to breastfeed their babies

In fact,

According to the the 2008 Pediatric Nutrition Surveillance Survey, 67% of women in the NH WIC program choose to initially breastfeed their babies.

If breastfeeding is so important to WIC mothers....

shouldn't breastfeeding be a priority for WIC staff?



Absolutely!!!

Everyone can promote and encourage BF

Everyone can support mothers who are breastfeeding



Everyone is needed!

receptionist
voucher clerk
health tech
nutritionist

breastfeeding peer Counselor
breastfeeding coordinator

How can we all support BF?

- By recognizing how important BF is to our mothers
- By giving BF the high priority it deserves
- By encouraging mothers to breastfeed their babies while at WIC
- By using positive, encouraging body language, tone of voice, and a smile
- By creating a BF friendly environment

Be there for mothers when the need arises....

- by recognizing a BF mother who requests formula needs to talk with a Nutritionist, Peer Counselor or BF Coordinator ASAP
- and connecting mothers with a Peer Counselor/BF Coordinator or Nutritionist as ASAP

And if at the end of the day,

- a mother chooses to supplement with formula, know you have done what you can to support her in her breastfeeding efforts
- respect mother's decision and congratulate her in whatever breastfeeding she has done

Remember

- mothers will remember most how you made them feel
- your goal is to make mothers feel supported and respected in whatever feeding decision they make.

Create a breastfeeding friendly environment

Take a look around your offices, through a mother's eyes. What do they see?

Do they see posters, bulletin boards and handouts that show breastfeeding in a positive light?

Do they see brochures showing we have PC's available? Do they see information letting them know what kind of BF support we can offer?

They should not see:

- Cans of formula
- Bags, pens, posters or notepads with a formula logo
- Written materials encouraging formula
- Only posted information on formula feeding and bottles

How can we let mothers know BF is welcome at WIC?



- Tell her, "If you need to nurse your baby at any time during your appointment, it's OK."
- Offering mother a private place to BF
- Have WIC Peer Counselors available at all clinics

The more supportive the WIC environment ...

- the more supported a mother feels
- the more supported a mother feels the more likely she is to continue BF and ask her BF questions

During Pregnancy

CFR 246.11

(e) Participant contacts. (1) The nutrition education contacts shall be made available through individual or group sessions which are appropriate to the individual participant's nutritional needs. All pregnant participants shall be encouraged to breastfeed unless contraindicated for health reasons.

A change of focus



Let's look at everything through the lens of exclusively breastfeeding.

WIC has an important role

Among the best predictors of breastfeeding success is a woman's intention to breastfeed prior to delivery.



During a women's pregnancy, every opportunity should be taken to inform her of the benefits of breastfeeding, address her breastfeeding questions & concerns, and provide her with encouragement to initiate and continue breastfeeding for as long as possible.

Listen to our words.....

Old Way

- Formula focused
- Exclusive BF get "bonus" voucher
- Partial BF gets the "standard"
- Non-BF gets "reduced"
- How much formula is the baby using?

New Way

- Breastfeeding focused
- Amount of BF determines the food package
- Fully BF gets the "full" food package
- Less BF, less food
- How can we support maximum BF?
- Maintaining milk supply

Both is fine, however,
formula doesn't help
achieve breastfeeding
goals!

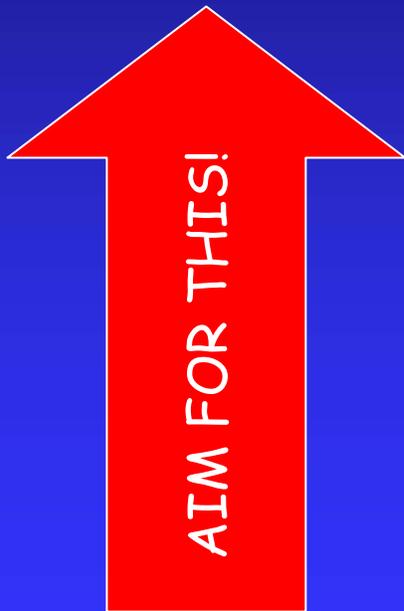
How are you planning to
feed your baby?



Help moms make an informed
decision....

Breastfeeding

Formula Feeding



Includes partial

Knowledge = Power



Loving Support Curriculum

Section 6: Scope of Practice

How Counselors help during Pregnancy
(& Postpartum)

Includes follow up schedule and topics

Best Practice Model

Certification Visit

during 1st trimester

Nutritionist or
Peer counselor at
WIC clinic site

1. Mother's breastfeeding intentions
2. Inform mother of ways WIC supports BF through Peers, more food, longer eligibility
3. Address her beliefs and knowledge, concerns, past experience, and perceived barriers,

FUN/ Peer Counselor Follow up:

2nd contact during 2nd trimester

Establishing milk supply/ avoid supplementation

Mom's support system

BF Classes/ groups/ reading material

Know your hospital practices

Call WIC asap when home

WIC has breastpumps/ teach manual expression



Peer
counselor

Don't have to **ALWAYS**
print 3 months of
vouchers

3rd Contact or 3rd Trimester



Most receptive!

Review anticipatory
guidance

- hospital
- home
- first month (colostrum)

WE WILL CALL YOU!

Inform mom of who to call?

Remind mothers to call WIC asap after delivery to make an appointment!

Call peer counselor for peer support!

Call MD if encounter breastfeeding and/or feeding concerns that need immediate attention!

Use Anticipatory Guidance

Loving Support Attachment 2-
Counseling Points for the
Breastfeeding Mother

Frequently Asked Questions

Breastfeeding Handouts (3)

Most Important



Help all WIC moms make an **informed decision** about how to feed their baby

Mom's Questions?

Adequate milk supply

Expectations of what baby needs that first month

Going back to work

Shared feeding duties



The BIG One:

Supplementation

Recognize mom's fears

First 4-6 weeks are crucial

Discuss why unnecessary, in most cases

How it interferes with milk

supply/demand, engorgement, early weaning

If asking: 1 can only for 1st month

New: Federal Rule

WIC does not routinely provide infant formula to partially breastfed infants less than one month of age

Support is Key!



Offer all women a peer counselor regardless of their intent to feed.
Some mothers will change their mind at the hospital.

The 1st Month

Options: Breastfeeding OR Formula Feeding



Keep the 1 can option only for those who request this and only after a breastfeeding assessment has been done with a Nutritionist or a Breastfeeding Peer Counselor

Print a maximum of
2 weeks past the EDD



WIC Tools for Success

For WIC Staff

EDD report

Other BFPC log

*Intent to feed report

Breastfeeding handouts

Food Package handouts



Tools for Success

For participants

Peer counselors

Le Leche league

Supportive family & friends

"I'm a breastfed baby" crib card

An infant feeding plan for the hospital



"While breastfeeding may not seem the right choice for every parent, it is the best choice for every baby"

~Amy Spangler



Post-partum breastfeeding support

WIC staff: "Good morning,
WIC"

Participant: "Hi, I had my
baby....."

WIC staff: "Congratulations,
how is the breastfeeding going?"

First Contact with New Mom

It's important **ALL** the WIC staff have an encouraging and supportive attitude towards breastfeeding.

This begins when you pick up the phone or greet a mom who walks through the clinic door til the time she leaves the office .

We all need to be positive and encouraging to our BF mothers.

Let's work with BF mothers to establish and maintain their milk during this critical time.



Mom's First Contact with a Peer Counselor is IMPORTANT

- Congratulate the mom
- Affirm her decision to breastfeeding
- Asks if she has breastfeeding questions
- Offer breastfeeding support

The Peer Counselor should include in her assessment ...

- How is BF going? Is your milk in?
- How often/long per feeding
- Is baby getting anything besides breastmilk?
- Birth weight/discharge weight/other weight checks
- #wet diapers/stools/color/day
- Baby sleepy with feeds/yellow skin color?

Peer counselor also asks about mom...

- What was the length of gestation?
- Was this vaginal or C-section birth?
- Were there complications?
- Did mother take medication during/after birth?

RED FLAGS

- Inadequate urine/stool for age
- Milk not in by day 4
- No yellow stool by day 4
- Baby continuing to lose weight by day 4
- Weight loss 10-%
- Yellow skin color/sleepy at breast,
- Fevers for mother or baby

When **red flags** are identified the Peer Counselor :

- recommends mom call her baby's MD today
- documents the BF information in Starlinc's Nutrition Ed Goals section
- notifies the BF Coordinator/Nutrition Coordinator

The HCP/MD will determine the infant's care plan, however, the care plan may include supplementing with expressed breastmilk. If so, offer mom an electric pump.

Note: the plan may temporarily require more than one can which will move the infant into the FFF category.

If no red flags are identified at initial BF follow up, yet mother has BF concerns, the PC gives recommendations per protocol and scope of practice.

Scope of Practice includes basic breastfeeding recommendations, such as:

nipple pain
engorgement
plugged duct
needs a pump



The Peer Counselor can also offer to have mom come in for a visit to observe a feeding, latch on, positioning, do a weight check, if the mother feels this would be helpful.



The Peer Counselor should refer infants with a weight loss $< 10\%$ to the BF Coordinator/Nutrition Coordinator for follow up.

The BF Coordinator or Nutrition Coordinator may recommend

- WIC Nutrition visit/weight check
- WIC PC visit/weight check/observe BF & Nutrition check, as needed
- PC phone follow up in 24 hours/2-3 days

Referral to MD/LC

Other breastfeeding issues needing referral outside WIC may include:

extremely sore nipples, refer to MD/LC

severe engorgement, refer to MD/LC

severe breast pain, refer to MD/LC

signs of thrush, refer to MD

signs of mastitis, refer to MD

If the PC has an urgent breastfeeding issue and isn't sure what to do, she should consult with the BF Coordinator or Nutrition Coordinator.



If the BF Coordinator/
Nutrition Coordinator isn't
available, the PC should follow
the direction given to her in
the Who Can Help Me With
My Job form completed by
the local agency. (sample in binder)

After using the *Who Can Help Me in My Job* form, the Peer Counselor may contact an IBCLC at the State Office.

Maureen 271-3858

Lissa Sirois 271-0571

If no response within 2-3 hours, the Peer Counselor should refer the mother to her MD/LC's office for further assistance.

What if a mom requests formula? (and there are no concerns after a thorough assessment is completed)

- Talk to mom about her BF goal
- Discusses option of loaning a pump and using expressed breastmilk
- Troubleshoot BF concerns

If a mother does not want to pump and continues to request formula from WIC

The Peer Counselor should refer the mother to the Nutritionist for further assistance.



The Nutritionist will also assess the breastfeeding at the infant certification.

The Nutritionist assessment should include:

- How is BF going? Is your milk in?
- How often/long per feeding
- Is baby getting anything besides breastmilk?
- Birth weight/discharge weight/other weight
- #wet diapers/stools/color/day
- Baby sleepy with feeds/yellow skin color?

Document the responses!

If a mom requests 1 can of formula at the infant certification or during the first month, the Nutritionist shall:

- Ask the mother about her BF goals/offer a pump/BF assistance
- Inform the mother that starting formula may negatively impact her milk supply
- Inform the mother of changes to her food package if she chooses 1 can of formula.

(Note: The Nutritionist can only offer 1 can of powdered formula in the first month (@3oz/d) to a Mostly BF or Some BF woman.)

If mom decides to stop BF within the first month, the Nutritionist

- Congratulates mother for what she's done
- Encourages mother to transition slowly to avoid engorgement
- Decides/assigns food package for mother and baby
- May have to return unused vouchers

Remember there is more flexibility with formula for BF women after the first month, as milk supply has already been established.

Remember, mothers may change their breastfeeding status during the certification period.

All BF babies need to be scheduled for a follow up with the Nutritionist within 1 month of infant certification to reassess BF needs.

This allows tailoring for the minimal amount of formula needed for supplementation after the first month.

What can I do as a Program Assistant or Receptionist to support BF

- Have a positive, encouraging BF attitude
- Forward all breastfeeding messages to PC/BF Coordinator or Nutritionist ASAP
- Let mothers know it's OK to breastfeed their baby at their WIC appointment
- You can set the tone/stage for mom's feeling comfortable enough to ask her BF questions

What can I say to a BF
mother when she asks for
formula?

It sounds like a lot is happening right now. I'd like to have you talk with a Nutritionist or Peer Counselor. How can I help make this connection work for you?

It sounds like you have some questions. I'd like to have someone talk to you further about this. Forward message ASAP to a Peer Counselor/Nutritionist.

Remember the first month of BF is critical in setting up mom's milk supply. What we do at WIC can help!

We must ALL support and help BF mothers to be successful.

Anticipated Participant Questions

Choosing and Tailoring a Food Package for a Breastfeeding mother and baby (or babies)



New Participant Categories

Breastfeeding women:

Fully/Exclusively Breastfeeding

Partial Breastfeeding (USDA)

Mostly Breastfeeding

Some Breastfeeding

Postpartum/ Non-Breastfeeding/ Full
Formula Feeding

Definitions

See chart 1

Fully/ Exclusively Breastfeeding: A breastfeeding mother who is less than one year postpartum, whose infant is Fully/ Exclusively Breastfeeding and does not receive infant formula from WIC or Healthy Kids.

Mostly Breastfeeding: A breastfeeding mother who is less than one year postpartum, whose infant receives infant formula from WIC or Healthy Kids, and does not exceed the maximum provided for a Mostly Breastfeeding infant.

Some Breastfeeding: A breastfeeding mother who is less than one year postpartum, whose infant receives more formula than the Mostly Breastfeeding infant, but less than the Non-Breastfeeding/ Full formula infant.

Non Breastfeeding/Full Formula feeding/Postpartum: A mother who is less than six months postpartum and whose infant receives the maximum amount of formula from WIC or Healthy Kids. Note: This mother may be breastfeeding her infant, however she is receiving the full formula fed infant food package which categorically only makes her eligible for a postpartum food package up to six months from date of delivery. She may remain on the program and receive nutrition and breastfeeding services.

New Participant Categories

Infants

Fully/Exclusively Breastfeeding

Partial Breastfeeding: (USDA)

Mostly Breastfeeding

Some Breastfeeding

Full Formula feeding/ Non-breastfeeding

Definitions

See chart 1

Fully/ Exclusively Breastfed: A breastfeeding infant who is less than one year of age and does not receive infant formula from WIC or Healthy Kids.

Mostly Breastfed: A breastfeeding infant who is less than one year of age and receives infant formula from WIC or Healthy Kids but does not exceed the maximum provided for a Mostly Breastfeeding infant, according to the infant's age.

Some Breastfed: A breastfeeding infant who is less than one year of age and receives more than the maximum amount of infant formula from WIC or Healthy Kids allowed for a Mostly Breastfeeding infant, but less than the amount provided for a Full formula infant according to the infant's age.

Full Formula Feeding/Non-Breastfed: An infant who is less than one year of age and receives the maximum amount of formula. Note: These baby may be breastfeeding infrequently.

Moms package is
determined by baby's
feeding option.

Inform Mom

A full package is for a full breastfeeding mother and baby.

When asked: As formula is introduced to the package, the amount of food is decreased.

Food Packages See chart 2

Available for Women

Food Package V: Mostly Breastfeeding

Food Package VI: Some Breastfeeding
(includes Non-breastfeeding)

Food Package VII: Fully Breastfeeding
or Mostly breastfeeding 2 or more
babies from same pregnancy

Food Packages See chart 3

Available for all infants

Food Package IA: 0-1 month

IB: 1-3 months

IC: 4-5 months

Food Package II: 6-12 months

Fully Breastfeeding

	IA 0-1	IB 1-3	IC 4-5	II 6-12
Formula	None	None	None	None
Food	 Liquid Gold Only!			24 oz cereal 64 jars baby fruits & vegetables 31 jars baby meat

Fully Breastfeeding

5 gallons & 1 quart

2 lbs cheese

2 dozen eggs

Three 12 oz cans of juice

36 oz cereal

One 16 oz loaf of whole-wheat bread

Four 16 oz cans of beans

18oz jar of peanut butter

Six 5 oz cans of tuna

\$10 Cash Value Voucher

Fully Breastfeeding



Mostly Breastfeeding

	IA 0-1	IB 1-3	IC 4-5	II 6-12
Formula	Up to 104 oz	Up to 435 oz	Up to 522 oz	Up to 384 oz
Food				24 oz cereal 32 jars of baby fruits & vegetables

Mostly Breastfeeding

4 gallons & 3 quarts

1 lb cheese

1 dozen eggs

Three 12 oz cans of juice

36 oz cereal

One 16 oz loaf of whole-wheat bread

Four 16 oz cans of beans

18 oz jar of peanut butter

\$8 Cash Value Voucher

Mostly Breastfeeding



Some Breastfeeding

	IA 0-1	IB 1-3	IC 4-5	II 6-12
Formula	Up to 104 oz	Up to 783 oz	Up to 873 oz	Up to 609 oz
Food				24 oz cereal 32 jars of baby fruits & vegetables

Some Breastfeeding

3 gallons & 1 quart

1 lb cheese

1 dozen eggs

Two 12 oz cans of juice

36 oz cereal

Four 16 oz cans of beans

Or 18 oz jar of peanut butter

\$8 Cash Value Voucher

Some Breastfeeding



Non-Breastfeeding

3 gallons & 1 quart

1 lb cheese

1 dozen eggs

Two 12 oz cans of juice

36 oz cereal

Four 16 oz cans of beans

Or 18 oz jar of peanut butter

\$8 Cash Value Voucher

Full formula Package

	IA 0-1	IB 1-3	IC 4-5	II 6-12
Formula	Up to 870 oz	Up to 870 oz	Up to 960 oz	Up to 696 oz
Food				24 oz cereal 32 jars of baby fruits & vegetables

Economic Impact

The cost of a food package for a mostly breastfeeding mother is about \$70 a month. This will stop at 6 months if she is not Mostly Breastfeeding.

Handouts:

Breastfeeding and the New Food Package

More & More Rewards!

See chart 4 & 5

Formula requests

All breastfeeding questions **MUST** be referred to a Nutritionist or a Breastfeeding Peer Counselor

All breastfeeding questions regarding formula requests **MUST** be referred to a Nutritionist

All formula requests **MUST** be referred to a Nutritionist

Frequently Asked Questions

1. Can the infant formula amounts in the Some Breastfeeding and Full Formula packages for infants who are "combo" feeding but require more formula than is allowed under the Mostly Breastfed infant food packages be "tailored down" to meet the specific needs of the infant?

2. For a partially breastfeeding mother of twins--if both infants are receiving over the maximum allowed for a Mostly Breastfed infant, what package would the mother be entitled to receive? If the infants are over 6 months of age, would she get a food package at all, even though she will still be breastfeeding?

3. What happens if one twin is getting over the maximum formula allowed for a Mostly Breastfed infant, and the other infant is getting less than the maximum? Which food package should the mother be issued?

4. In issuing Food Package VII/
Fully Breastfeeding, would
“breastfeeding multiples” apply to
a mother who is tandem nursing a
2 month old and an 11 month old?



Case scenarios

Jessica is a 28 year old 1st time mom with a 19 day old baby at her WIC certification appointment. Breastfeeding is going great, no soreness, but very tired and overwhelmed. Jessica asked about a pump and stated she uses formula 1-2 times a day so the baby's dad can help feed. How do you proceed? What food package do you assign for mom and baby?

Shania is a 19 year old mom with her second child. She breastfed the first baby without problems until the baby was 14 months old. She calls the WIC office at 3 weeks postpartum to say she needs formula, the breastfeeding hurts too much with this baby and the baby cries all the time. How do you proceed? What food package do you assign mom and baby?

Fergie, an 18 year old is pregnant for the first time. Attends her first WIC appointment during the first trimester. She lives with her boyfriend and is excited about the baby, but also nervous. She has lots of questions and concerns about what to do after the baby is born. If her milk doesn't come in within 3-4 days postpartum does she need to give formula? What can her boyfriend do? When can she pump? She is concerned about how tired she will be if she is the only one who is feeding the baby. How do you proceed?

Julia comes to her WIC appointment at 2 weeks postpartum with her new baby. This is her second baby and nursing is going great. She nursed her first daughter but occasionally used formula when the baby was still hungry because her milk was not enough. Julia wants one can of formula just incase her new baby is still hungry after nursing. How do you proceed? What food package does Mom and Baby receive?

Michaela is 16 weeks pregnant and undecided about how she will feed her baby. She read somewhere that doing both is the best for the baby and is easier for mom, because it allows her to be able to go out places and Dad could feed the baby more. Michaela says she wants to breastfeed but not fully, she only wants to breastfeed when she is home, and use formula when she is out of the house and during the night. How do you proceed?

Andrea has a new baby girl, Jessie, born at 37 weeks gestation. She is breastfeeding on demand, but at the last doctor appointment, a supplemental feeding of Neosure was recommended by the MD for two times a day, for a total of 6 ounces a day. How do you proceed? What food package would you provide to baby girl Jessie, and what food package does Mom receive?

A partial breastfeeding mom is only breastfeeding during the late night hours. Brittany is 7 months old, and receiving formula from WIC. The baby drinks an average of 21 oz a day of formula. What food package should the baby and mom receive?

Shakira calls WIC at 3 weeks postpartum to say she does not want to breastfeed anymore because she has to go back to work next week and has no where to pump at work. She wants to completely switch to formula. How do you proceed? What food package should mom and baby receive?

A woman burns up to 500 extra calories a day by breast-feeding her baby.



www.babycenter.com



© 2010 BabyCenter, Inc. All rights reserved. Photo: iStockphoto.com



Let's Take Action Together!

What changes are needed in our clinic to support these changes in a breastfeeding friendly way?

What nutrition education will we provide to pregnant women?

How will we schedule new baby appointments, and how will we follow up?

How will we handle requests for formula from breastfeeding mothers during the 1st month postpartum?

"If a multinational company developed a product that was a nutritionally balanced and delicious food, a wonder drug that both prevented and treated disease, cost almost nothing to produce and could be delivered in quantities controlled by the consumers' needs, the very announcement of their find would send their shares rocketing to the top of the stock market. The scientists who developed the product would win prizes and the wealth and influence of everyone involved would increase dramatically. Women have been producing such a miraculous substance, breastmilk, since the beginning of human existence..."

-- Gabrielle Palmer, in *The Politics of Breastfeeding*, London: Pandora Press, 1988