Six Steps... You CAN Have a Breastfeeding-Friendly WIC Site

NWA Six Steps to Achieve Breastfeeding Goals for WIC Clinics and the Surgeon General’s Call to Action will work for you

OUR GOAL IS TO INCREASE EXCLUSIVE BREASTFEEDING

And you can make the difference

WIC supports exclusive breastfeeding

This is part of all of our jobs

What are the barriers to providing support?
Why is it difficult to change?

• In general, humans resist change
• We may not understand why it is important to change
  – Why should we do this?

If we are to support exclusive breastfeeding...

We may need to do things differently

We need to change our image

We need to get the word out!

WIC is focused on Promoting, Protecting and Supporting Breastfeeding

Surgeon General’s Call to Action to Support Breastfeeding
Actions for Mothers and Their Families

1. Give mothers the support they need to breastfeed their babies
2. Develop programs to educate fathers and grandmothers about breastfeeding

Actions for Communities

3. Strengthen programs that provide mother-to-mother support and peer counseling
4. Use community-based organizations to promote and support breastfeeding

Actions for Communities

5. Create a national campaign to promote breastfeeding
6. Ensure that the marketing of infant formula is conducted in a way that minimizes its negative impacts on exclusive breastfeeding

Actions for Health Care

7. Ensure that maternity care practices around the United States are fully supportive of breastfeeding
8. Develop systems to guarantee continuity of skilled support for lactation between hospitals and health care settings in the community

Actions for Health Care

9. Provide education and training in breastfeeding for all health professionals who care for women and children
10. Include basic support for breastfeeding as a standard of care for midwives, obstetricians, family physicians, nurse practitioners, and pediatricians
11. Ensure access to services provided by International Board Certified Lactation Consultants
12. Identify and address obstacles to greater availability of safe banked donor milk for fragile infants
Actions for Employers

13. Work toward establishing paid maternity leave for all employed mothers
14. Ensure that employers establish and maintain comprehensive, high-quality lactation support programs for their employees

15. Expand the use of programs in the workplace that allow lactating mothers to have direct access to their babies
16. Ensure that all child care providers accommodate the needs of breastfeeding mothers and infants

Actions for Research and Surveillance

17. Increase funding of high-quality research on breastfeeding
18. Strengthen existing capacity and develop future capacity for conducting research on breastfeeding

19. Develop a national monitoring system to improve the tracking of breastfeeding rates as well as the policies and environmental factors that affect breastfeeding

Actions for Public Health Infrastructure

20. Improve national leadership on the promotion and support of breastfeeding

NWA Six Steps to Achieve Breastfeeding Goals for WIC Clinics
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1. Present exclusive breastfeeding as the norm for all mothers and babies
2. Provide an appropriate breastfeeding-friendly environment
3. Ensure access to competently trained breastfeeding staff at each WIC clinic site
4. Develop procedures to accommodate breastfeeding mothers and babies
5. Mentor and train all staff to become competent breastfeeding advocates and/or counselors
6. Support exclusive breastfeeding through assessment, evaluation, and assistance

Step 1: Present exclusive breastfeeding as the NORM for all mothers and babies

Support mothers in setting and reaching their exclusive breastfeeding goals

Recognize and encourage the use of human milk as the perfect food for all infants

Develop staff training programs to deliver consistent educational messages for mothers
Step 2: Provide an appropriate breastfeeding friendly environment

Become a breastfeeding-friendly WIC clinic by striving to meet the International Code of the Marketing of Breastmilk Substitutes

Train staff in how to assemble, clean, and issue breastfeeding equipment appropriately

Provide breastfeeding equipment, as available, following appropriate assessment by trained and qualified staff

Encourage mothers to breastfeeding anywhere in the clinic. Provide a private area only upon the mother's request.

Facilitate breastfeeding support groups at WIC clinic sites
Provide consistent breastfeeding education, educational materials, and hands-on help—both prenatally and during the postpartum period.

Ensure that management fully promotes, encourages, and supports staff in their personal efforts to breastfeed.

What are the barriers to providing support?

Step 3: Ensure access to competently trained breastfeeding staff at each WIC clinic site.

Train competent professional authorities (CPAs) to provide a thorough assessment and appropriate support of the mother’s breastfeeding plans and educational needs throughout the prenatal and postpartum periods.

Encourage and support breastfeeding education and training for staff to pursue advanced credentials in breastfeeding.
Priceless

That is the value of breastfeeding support

Step 4: Develop procedures to accommodate breastfeeding mothers and babies

Allow adequate time for assessment, evaluation, and assistance to resolve breastfeeding problems

Address all breastfeeding concerns in a timely manner

Explore collaborative efforts to provide a breastfeeding warm line, with competentely trained staff who respond to questions in a timely manner

Support breastfeeding mothers and respond to breastfeeding questions outside of formal nutrition education sessions
Quote from a mother...

“It has been nice having the LC and her being easily accessible. I called and they called me back in less than 24 hours and gave me an appointment the same day. It was so nice because I did not have to wait for any length of time. It made it so we didn’t have to go through a week of giving her a bottle and me not able to pump or know what to do”

Step 5: Mentor and train all staff to become competent breastfeeding advocates and/or counselors

Provide lactation management education, including ongoing continuing education

Allow adequate clinic time for hands-on mentoring

Why is it difficult to change?

Train all staff in the necessary skills to assess a breastfeeding dyad
Step 6: Support exclusive breastfeeding through assessment, evaluation, and assistance

Provide staff with access to at least one specialist who has received International Board Certified Lactation Consultant (IBCLC) credentials, for referral and mentorship.

Maximize utilization of trained Breastfeeding Peer Counselors

Ensure that competently trained breastfeeding staff provide breastfeeding classes and/or one-on-one education for all pregnant and breastfeeding women.

Yes, you can!

It is easier than you think.

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