loving support
makes breastfeeding work
Mission

WIC is mandated to serve as an adjunct to good health care during critical times of growth and development, in order to prevent the occurrence of health problems, including drug and other harmful substance abuse, and to improve the health status of eligible infants, mothers and children.
Population WIC Serves

- **Women**
  - pregnant
  - postpartum (up to 6 months)
  - breastfeeding (up to 1 year)

- **Infants (up to 12 months)**

- **Children (up to 5 years)**
WIC Benefits

- Supplemental foods
- Nutrition education
- Breastfeeding promotion and support
- Referrals to health and social services
Breastfeeding Is a Priority in the WIC Program

Breastfeeding is a special time for everyone.
Breastfeeding Promotion and Support in WIC

- Anticipatory guidance, counseling, and breastfeeding educational materials
- A greater quantity and variety of foods
- One-on-one support from a WIC Peer Counselor
- Longer participation in the Program
- Breastfeeding aids such as breast pumps, breast shells, etc.
History of Breastfeeding and WIC

1972 → 1975 → 1989
Where Does *Loving Support* Fit.....

- **1990** - National Breastfeeding Promotion Campaign proposed at 1st Breastfeeding Promotion Consortium
- **1991** - Technical Consultant Group
- **1992**
  - P.L. 102-342 – National Breastfeeding Promotion Program
  - Breastfeeding Incenting Demonstration Projects
  - Special food package for fully breastfeeding women
- **1994**
  - Healthy Meals for Healthy Americans Act of 1994 (P.L. 103-448)
  - Revised funding formula for breastfeeding promotion and support
  - Required to report breastfeeding incidence and duration
National Breastfeeding Promotion Project – Loving Support

- Piloted in ten states/ITOs
  - Arkansas
  - California
  - Chickasaw Nation (Oklahoma)
  - Iowa
  - Mississippi
  - Nevada
  - New Jersey
  - New York
  - Ohio
  - West Virginia
- Campaign Launch - August 1997
Goals

- Increase breastfeeding initiation rates among WIC participants
- Increase breastfeeding duration among WIC participants
- Increase referrals to WIC for breastfeeding support
- Increase general public acceptance and support of breastfeeding
- Provide support and technical assistance to WIC State and local agencies in the promotion and support of breastfeeding
Target Audience

- **Primary**
  - WIC participants
  - Local WIC staff
  - State Breastfeeding Coordinators

- **Secondary**
  - WIC participants significant others and Grandmothers
  - Other health care providers
  - General population
Project Components

- Consumer Research
- Media Campaign
- Community Organizer’s Kit
- Breastfeeding Support Resource Guide
- Training Conference
- Continuing Education and Technical Assistance
Key Barriers

- Embarrassment
- Time and social constraints
- Lack of social support
Materials Developed

- Television Advertisements
- Radio Advertisements
- Outdoor Advertisements
- Pamphlets
- Posters
- Staff Support Kit
  - Orientation/motivational booklet
  - Breastfeeding promotion guide
  - Breastfeeding resource guide
- Training Conference
- Technical Assistance
Changes Since 1st Launch

- Advances in nutrition and breastfeeding research
- The food supply has expanded, and dietary patterns have changed
- The WIC program has grown dramatically, and it serves a more culturally diverse population
- Obesity has emerged as a major public health problem
- Workplace accommodations for breastfeeding mothers
- Revisions to the WIC food packages with emphasis on breastfeeding
Mothers Then and Now

Then

- Unsupportive hospital practices
- Early supplementation
  - About one-half of breastfeeding infants are given formula during the first two weeks of life.
- Early cessation
  - One-fourth of the WIC mothers who initiate breastfeeding stop by the end of second week and one-half stop by the end of the second month.
  - Supplementing breastfeeding with formula increased the likelihood of breastfeeding cessation

- Perceived Low Milk Production
  - Mothers who do not believe that they have sufficient milk, or that there is something wrong with their milk, are more likely to stop breastfeeding.

- Racial/Ethnic Disparities
  - Hispanic mothers more strongly believe in the benefits of breastfeeding than any other race or ethnic group. African American mothers more strongly believe than any other race or ethnic group that there are barriers to breastfeeding.

Mothers Then and Now

Now

- Unsupportive hospital practices
  - 52% of babies are being supplemented with infant formula in the hospital

- Early Supplementation
  - 61% of new mothers regularly give formula by 3 months
  - Half of new mothers have already started solid foods by 4 months

- Racial/Ethnic Disparities
  - Breastfeeding rates for African American infants 50% lower than White infants at birth
    (Centers for Disease Control and Prevention, National Immunization Survey)

Changes Among WIC Participants

- **Increase in participation**
  - 7.2 million participants enrolled in WIC during Fiscal Year 1996 vs. 9.2 million participants enrolled in Fiscal Year 2010

- **Increase in breastfeeding women**
  - The percentage of breastfeeding women has risen steadily from 3.6 percent in 1992 to 6.9 percent in 2008

- **Age**
  - Steady decline in the proportion of WIC women participants under age 18
  - Increase in the proportion of WIC women 18-34 and 35 and older
  - Breastfeeding women tend to be older, with 11.5 percent over 34 years of age
Race and Ethnicity of WIC Participants, 2008

Exhibit 2.6
Distribution of Race and Ethnicity of WIC Participants

- White Only (60.3%)
- Hispanic/Latino (42.1%)
- Black/African American Only (19.6%)
- Native Hawaiian/Pacific Islander Only (0.8%)
- Asian Only (2.7%)
- American Indian/Alaska Native Only (11.4%)
- Two or More Races (3.6%)
- Race not Reported (1.5%)
- Ethnicity Not Reported (0.8%)
WIC Breastfeeding Initiation Rates 1998
Loving Support in Action
Using **Loving Support** to Build a Breastfeeding Friendly Community

...WIC works by building a Breastfeeding-Friendly Community through creating valuable partnerships...

### Business
- Childcare centers
- Breast pump vendors
- Health Departments
- Retail stores
- Supermarkets
- Workplaces that employ large numbers of the WIC audience
- Local media groups such as radio, newspapers and television

### Community
- Community support groups addressing diverse needs
- Faith-based groups
- State breastfeeding coalitions
- Extension programs
- Child care programs
- Women’s service groups
- Colleges and Universities
- Representatives from health initiatives/task force

### Health-Related Professionals and Organizations
- Hospital personnel
- Pediatric practices
- OB/GYN offices
- WIC clinic and program staff
- Lactation consultants, nurse managers and administrators
- HMOs or major health insurance companies
- Local chapters of the American Academy of Family Physicians, American College of Obstetrics & Gynecology and American Academy of Pediatrics

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*Loving Support makes breastfeeding work*
WIC Food Packages

Meet the nutritional needs of breastfeeding mothers and infants

Minimize the amount of formula provided to breastfed infants, especially in the first month

Increase dollar value and attractiveness of fully breastfeeding package
WIC Peer Counseling

- $80 million to build and expand breastfeeding peer counseling programs
  - State agencies must use an approved Loving Support model
  - Salaries, training tools, print material, travel expenses, expansion
Updating the Loving Support Peer Counseling curricula:

- “Using Loving Support to Manage Peer Counseling Programs”
- “Loving Support Through Peer Counseling”

Training sessions planned for Fall 2011
Breastfeeding Performance Bonuses

- $5 Million in Bonuses Announced March 31st
- 20 State Agencies Received Bonuses
  - 10 for Greatest Improvement
  - 10 for Highest Rate
- Bonuses can be used for a wide range of projects
Breastfeeding Performance

Bonus Activities
Breastfeeding: A Magical Bond of Love

Breastmilk has everything our baby needs.

My mom's breastmilk makes me healthy and smart. I'm off to a great start!

By giving me only breastmilk, my mom makes all the milk I need.

Grandparents Play an Important Role

Breastfeeding: A Magical Bond of Love
Fathers Supporting Breastfeeding

• Project targeted to African American fathers so they may positively impact a mother’s decision to breastfeed.

• To address racial and ethnic disparities in breastfeeding rates with culturally appropriate strategies to reach African American women.
Partnering with WIC for Breastfeeding Success

- Highlights WIC’s commitment and success in breastfeeding promotion and support
- Invites stakeholders and health care professionals to partner with WIC
- Targets health care providers, health care organizations, policy makers, and other stakeholders
Using Loving Support to Grow and Glow in WIC: Breastfeeding Training for Local WIC Staff
The Healthy, Hunger-Free Kids Act of 2010, Public Law 111-296

- 1-year certification option for children
- Requires collection and publication of breastfeeding data at the State and local levels.
- Establishes exemplary breastfeeding recognition program at local or clinic level
- Extends breastfeeding performance bonuses and increases funding to $10 million
- Requires food package review not less than every 10 years
Local Agency Incentive Program

- Recognize local agencies and clinics demonstrating exemplary breastfeeding promotion and support activities

- Criteria Secretary must consider:
  - Performance measurements of breastfeeding;
  - The effectiveness of a peer counselor program;
  - Community partnerships; and
  - Other criteria the Secretary considers appropriate after consultation with State and local program agencies.
Where Do We Go from Here with Loving Support?

- How do we sustain what’s already been accomplished?
- Revitalize Images and Media mode
- Reassess Participant Findings (benefits/barriers)
- WIC Staff Needs Assessment
  - Technical Assistance
  - Educational Materials
  - Promotion strategy
  - Staff Training
  - Strategy formation
WIC Makes A Difference

- Lifelong Strategies for Healthy Eating
- Lowered Rates of Anemia
- Increased Breastfeeding Rates
- Lowered Infant Mortality Rates