Breastfeeding Update
Updates from USDA

- FAQ on Breastfeeding Situations
  - Category and food package assignment
  - Included in folder

- New WIC Breastfeeding Policy and Guidance- August 2016
  - State will be developing new policy to be release in Spring 2017

- New Loving Support Peer Manager Training
  - Two locations to be offered Spring 2017
  - New requirements of PC grant coming FY 2018
State Breastfeeding Team

- New staff at State office
  - Part-time contractual project manager

- Redesign of Regions
  - Addition of South Central Region
Local Staff Policy 1.07

• Scope of work
• Pay scale examples
• Allowable costs
Coffective Update
Survey Results
Hospital Referrals to WIC

- I refer all mothers to WIC: 21%
- I refer mothers to WIC that I believe might qualify: 44%
- I do not refer mothers to WIC: 35%
Referrals: Birthing Center

- Staff alert WIC when a participant has given birth/discharge
- Staff informs mothers about WIC services
- Staff asks mothers whether they participate in the WIC program
- Staff provides information about WIC via handout
Coordination with WIC

Our hospital allows WIC Peer Counselors to meet with participants on the birthing center/maternity floor

Our hospital allows WIC to set up appointments on the birthing center/maternity floor

- Yes
- No
- I don’t know
- Not currently, but interested in learning more
Willingness to Take Action to Improve Referrals

- Having hospital staff watch a 12-minute training video that includes information about WIC...
- Receiving WIC brochures to disseminate at the hospital

- Very Interested
- Interested
- Somewhat Interested
- Very little interest
- Not at all interested
Interest in Staff Education

[Bar chart showing interest levels for Staff Training - Nursing Staff, Staff Training - Physicians, and Staff Training - Prenatal Staff. The chart indicates varying levels of interest with categories such as Very Interested, Interested, Somewhat Interested, Very Little Interest, Not at all Interested, and No Response.]
Interest in Community

- Having community partners/WIC learn about your hospital’s practices
- Attending a networking event with other community partners/WIC
- Providing community partners/WIC a hospital tour
- Learning of funding opportunities to support more intensive community implementation

Interest Levels:
- Very Interested
- Interested
- Somewhat Interested
- Very little interest
- Not at all Interested
- No Response
Interest in "Environment Items"