

Washington State WIC Nutrition Program

Evaluation of 2014 Nutrition Services Objectives

2015 Nutrition Services Plan

(Excerpt for Fiscal Year 2016 Public Comment Period: Pages 1-3)

Summary of 2014 and 2015 Objectives

2014	2015
Breastfeeding	
<p>1. Increase breastfeeding rates:</p> <ul style="list-style-type: none"> a. By March 2014, the incidence of breastfeeding will be at least 88 percent. b. By March 2014, the percent of breastfed infants breastfeeding at one month postpartum will be at least 70 percent. c. By March 2014, the percent of breastfed infants who continue to breastfeed for at least six months will be 47 percent. d. By March 2014, missing data will be less than three percent. e. By March 2014, the percent of breastfed infants who receive infant formula by the second day of life will be no more than 30 percent. f. By March 2014, the percent of fully breastfeeding infants on the January Caseload Management Report will be 26 percent. 	<p>1. Increase breastfeeding rates. By March 2015:</p> <ul style="list-style-type: none"> a. The incidence of breastfeeding will be at least 88.5 percent. b. The percent of breastfed infants breastfeeding at one month postpartum will be at least 70 percent. c. The percent of breastfed infants who continue to breastfeed for at least six months will be 48.5 percent. d. Missing data will be less than two percent. e. The percent of breastfed infants who receive infant formula by the second day of life will be no more than 25.5 percent. f. The percent of fully breastfeeding infants on the January Caseload Management Report will be 26.5 percent.
<p>2. Coordinate with the Department of Health Breastfeeding Workgroup on <i>Washington Steps Up for Breastfeeding Success</i>. By June 2014:</p> <ul style="list-style-type: none"> a. Finish the application process for recognition. b. Gather stakeholder input to develop recognition. c. Educate employers of WIC families about how they can support breastfeeding employees. d. Educate child care providers about WIC and how to support WIC breastfeeding families. 	<p>2. Coordinate with the Department of Health Breastfeeding Workgroup on <i>Breastfeeding Friendly Washington</i>. By June 2015:</p> <ul style="list-style-type: none"> a. Finish the application process for hospital recognition. b. Participate as an advisory member of Franciscan Health System's efforts to become Baby Friendly. This hospital has a WIC program and a WIC Breastfeeding Peer Counseling Program. c. Develop a DOH breastfeeding web page that coordinates WIC and agency-

2014	2015
	wide messages. Include how: <ol style="list-style-type: none"> i. Employers of WIC families can support breastfeeding employees. ii. Child care providers can support WIC breastfeeding families.
3. By June 2014 provide staff training on revised peer counseling policies.	3. Participate in the Washington State Hospital's Association's Safe Deliveries Roadmap to promote breastfeeding, nutrition, and the WIC program (see the Association's charter in the appendix of this section)
4. By December 2013 train WIC staff to use counseling skills based on the University of California Davis Baby Behavior training. Provide follow-up resources on our WIC website.	4. By June 2015 develop staff tools that enable them to incorporate Baby Behavior messages into client contacts.
Participant Centered Services	
1. By September 2014, provide training to local WIC staff via four webinars to improve relationships thus influence client behavior change.	1. By July 2015, provide training to coordinators and clinic leads on giving feedback to support participant-centered interactions.
2. By July 2014, provide a visual training module and guidance for creating a WIC Connects friendly clinic.	2. By January 2015, provide client survey tool to help local staff learn how clients' view WIC services in their clinics.
Nutrition Risks	
	1. By May 2015, implement revised federal nutrition risk criteria statewide. <ol style="list-style-type: none"> a. Update WIC Manual Volume 1, Chapter 14 – Nutrition Risk Criteria b. Provide training to local staff

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