



FOOD FOR THOUGHT

A Monthly Training Newsletter for New Food Choices 2009

June – Newsletter # 4



Hello WIC Staff!

This month the Food for Thought newsletter will focus on one of the key nutrition messages of New Food Choices - **“Supporting Breastfeeding.”** Your efforts over the years have helped thousands of moms to successfully breastfeed. The Washington State WIC Nutrition Program has one of the highest breastfeeding rates in the nation, all because of *you*. Your support for breastfeeding enhances the lives of WIC families and promotes healthy lifestyles. The policy changes related to New Food Choices will strengthen the support you give by:

- Helping moms to breastfeed – right from the start!
- Assessing breastfeeding and providing counseling to moms who request infant formula. This is called a **Breastfeeding Review**– see page 2.
- No longer routinely issuing checks for formula to breastfeeding babies the first month of life.
- Providing additional foods and more choices as incentives to breastfeed:
 - ✓ Fully breastfeeding moms get the most food and more food choices.
 - ✓ Fully breastfeeding babies get additional baby food fruits, vegetables and meats.
- Acknowledging all levels of breastfeeding. Breastfeeding moms with babies over 6 months old receiving more than ½ of the formula in a **Formula 6 to 12 Months* food package will be counted as participating in your caseload reports. Even though the mom will not receive a food package, you will be able to continue to count and support her as a breastfeeding woman.



* This new food package name will replace the I600 and I700 infant food packages.

These exciting changes bring a new focus to the breastfeeding support you provide to your WIC families.

BREASTFEED - RIGHT FROM THE START!

You play an important role in providing moms with the information, encouragement and support they need to successfully breastfeed. According to research, two common reasons why women stop breastfeeding are:

- They lack the confidence to breastfeed. Moms start breastfeeding and then run into trouble and feel like breastfeeding is too difficult or they are not cut out to breastfeed.
- They didn’t get the information they needed. Without knowing what to expect, breastfeeding and even newborn behavior may seem overwhelming. Moms may think help is in a bottle of formula.



Lack of knowledge and confidence can cause a mom to stop breastfeeding earlier than she had planned. It is critical that we inform moms during pregnancy what *normally* happens in the early days of breastfeeding. We are calling this information **anticipatory guidance**.

Every staff person can help moms and babies *breastfeed right from the start* by offering anticipatory guidance!

As frontline staff you can build a mom’s confidence by providing words of encouragement and head off potential problems by identifying moms who need additional referrals and support.

As Competent Professional Authorities (CPAs) you can play a key role by listening to moms concerns and by helping them overcome their breastfeeding challenges. (CPAs include certifiers, nurses, & nutritionists.)



The handout, “*Breastfeed - right from the start!*” is included at the end of this newsletter. This handout lists the five steps that, according to recent research from Colorado, significantly increases the length of time a woman fully breastfeeds. Encourage your clients to review this handout and take it with them to the hospital. After delivery, following these five steps can help to support new moms to successfully breastfeed their baby.

SUPPORTING BREASTFEEDING DURING THAT FIRST MONTH OF LIFE

It’s a fact that formula supplementation harms a mom’s ability to make milk and may undermine her confidence. WIC policies are changing to reflect this fact. USDA has stated that formula may not be issued as a standard food package for breastfeeding infants in the first month of life and that formula should be prescribed only after a careful assessment of the breastfeeding mother and infant’s needs. Washington and all our neighboring states **will not** be routinely issuing formula to breastfeeding infants in the first month of life. This is a *big* and exciting change. We can do this!

How do we make this happen?

- Make sure all staff have breastfeeding training.
- Talk about fully breastfeeding as the normal way to feed babies.
- Provide breastfeeding support to help the mom feed only breast milk to her baby.
- Make sure pregnant women know what normal breastfeeding looks like the first month of life. Let’s help moms successfully breastfeed right from the start!
- Provide a Breastfeeding Review when moms ask for formula or an increase in the amount of formula she receives from WIC.



THE BREASTFEEDING REVIEW



What is a Breastfeeding Review?

A Breastfeeding Review is an assessment of how breastfeeding is going and is required when a breastfeeding mom is requesting infant formula. It may also happen whenever a breastfeeding mom has questions, whether she is requesting infant formula or not. The purpose of the review is to address her concerns and help find solutions which enable her to continue to breastfeed, and to minimize or delay the use of formula.

Our goal is to help moms successfully breastfeed.

Who can do a Breastfeeding Review?

Only CPA staff trained in providing breastfeeding support may do a Breastfeeding Review. Staff who are not CPA’s and are not trained in providing breastfeeding support may not assign or change a food package for a breastfeeding infant.

How do I complete a Breastfeeding Review?

How to do a Breastfeeding Review is discussed in detail in the “New Food Choices Support Breastfeeding” training. For many of you, the Breastfeeding Review will utilize the skills *you already have* as Washington has some of the best trained staff in the country! Continued support and training will be provided to enhance your breastfeeding counseling skills and increase your confidence in completing a Breastfeeding Review.

REVISED BREASTFEEDING POLICIES

A draft copy of the Volume 1, Chapter 15 - Breastfeeding chapter will be posted to the WIC Web site at <http://www.doh.wa.gov/cfh/WIC/breastfeeding.htm> in the near future.

Watch for more information on when the policy will be posted and available for review.



NEW FOOD CHOICES & THE BREASTFEEDING FOOD PACKAGES

The state WIC staff will provide the following tools to help you select and issue the correct food packages for breastfeeding moms and babies.

These tools include:

- Updated WIC Policy and Procedure Manual chapters for WIC Foods and Breastfeeding.
- Client education materials to help you teach pregnant women and breastfeeding moms about the new food choices that support breastfeeding.
- Helpful reference tables showing each available WIC food in the appropriate quantity for breastfeeding mom and baby. Breastfeeding women receive the most food. (See attached table: *Food Packages for Breastfeeding Women* on page 5.)
- Changes to the **Client Services** software to make your work easier and to help you continue to support breastfeeding. Some features to look forward to:
 - A “standard” (default) food package in Client Services for breastfeeding moms and breastfeeding babies over 6 months of age.
 - No more food package codes! Gone are the long drop-down food and formula package lists to scroll through!
 - The breastfeeding baby’s food package will determine which food package options will be available for the breastfeeding woman.
 - Check issuance in Client Services has been redesigned to allow more user flexibility with built-in assurances to make issuing the correct food package easy. Client Services does the math for you so you won’t over-issue!
 - Check History will tell you when a client’s food package was previously modified and will save those changes.

SUPPORTING BREASTFEEDING – MAKING CHANGES NOW

There is no need to wait until October 1st to strengthen your breastfeeding promotion and support. Here are some things **you can do right now** to help your moms successfully breastfeed:

- Review the current breastfeeding chapter, Volume 1, Chapter 15 – Breastfeeding, that states only a Competent Professional Authority (CPA) can determine or change a food package. The CPA determines the amount of formula needed for any breastfeeding infant whether it’s provided by printing checks or providing a sample can of formula (if your agency has samples).
- Review breastfeeding handouts available through the Department of Printing General Store. Discuss as a group what handouts work for your clients. Make sure all staff knows the contents of the handouts and how to discuss them in a client-centered way.
- If any of your agency staff attended the Intensive Lactation Management Course, have them share what they learned.
- Make sure pregnant women know what normal breastfeeding looks like in the first month of life.
- Provide pregnant moms the handout: “Breastfeed - right from the start!” with the five key steps for successful breastfeeding in the hospital. The English version is included with this newsletter. Translated versions will be available to order from the General Store in the near future.
- Provide the training, “New Food Choices Support Breastfeeding” to all staff. This mandatory training provides guidance on how to do a Breastfeeding Review, an opportunity to practice doing a Breastfeeding Review and ways to help moms and babies breastfeed *right* from the start.



WAYS WE SUPPORT YOU WHILE YOU SUPPORT MOMS



The state WIC staff are committed to providing resources for you so that you can continue to educate, encourage, and support women to breastfeed their babies for as long as possible. We will:

- Translate and have available client education materials, including the attached handout: “Breastfeed - right from the start!”
 - Continue to have breastfeeding handouts and resources available at the Department of Printing General Store.
- Provide an in-depth, self-guided breastfeeding training module for paraprofessional staff.
 - Provide a summary of the many great breastfeeding support activities you are reporting in your annual nutrition education plans.
 - Focus the next Breastfeeding Promotion Coordinator training on staff training and infant feeding cues.
 - Provide more information and training on anticipatory guidance and how to provide it using client centered skills.
 - Offer regional in-services that build upon the Breastfeeding Review training. Look for these in-services coming in late 2009 or early 2010.

ACTIVITY

As WIC staff, you are the best advocates for the positive changes that enhance the lives of WIC families. *New Food Choices - Supporting Breastfeeding* is a positive and exciting change for us all. Discuss these questions with your WIC co-workers:



- What steps are you already taking to help your client’s breastfeed successfully?
- Which of the New Food policies that support breastfeeding are you most excited about?
- What will you do differently, starting today, to help moms successfully breastfeed?

COMING NEXT MONTH - MORE ON INFANT FEEDING

All babies over 6 months of age will get baby food fruits and vegetables in addition to infant cereal. Breastfeeding babies will get more baby food fruits and vegetables and they will also receive baby food meats. Newsletter #5 – Infant Feeding will provide more in-depth information about the changes to the infant food packages. In addition to the newsletter, the in-service “Commercial Baby Foods,” will discuss the use of commercial baby foods and offer practice opportunities for discussing this topic with caregivers.



*...a little child, born yesterday,
a thing on mother's milk and kisses fed...*

~"Hymn to Mercury"

One of the Homeric Hymns,
Translated from Greek by Percy Bysshe Shelley

FOOD PACKAGES FOR BREASTFEEDING WOMEN

Foods	Breastfeeding Women		
	The more women breastfeed, the more food they will get!		
	<u>Fully BF</u>	<u>Partially BF</u>	<u>Some BF</u>
	(up to 1 year postpartum; baby receives no formula) *	(up to 1 year postpartum; baby receives less than or equal to a ½ formula package)	(up to 6 months postpartum; baby receives greater than a ½ formula package)
Juice	3 - 11.5 or 12 oz frozen or 46 oz cans	3 - 11.5 or 12 oz frozen or 46 oz cans	2 - 11.5 or 12 oz frozen or 46 oz cans
Milk (some tofu or soy beverage can be substituted for milk)	24 quarts	22 quarts	16 quarts
Cereal	36 oz	36 oz	36 oz
Cheese 3 qt milk = 1# cheese	1 # plus up to 2 additional pounds without a qualifying medical diagnosis	No more than 1# without qualifying medical diagnosis	No more than 1# without qualifying medical diagnosis
Eggs	2 dozen	1 dozen	1 dozen
Fresh fruits and vegetables	\$10.00	\$8.00	\$8.00
Whole grains: 100% Whole wheat bread, soft corn tortillas, brown rice oatmeal, or bulgur	1 lb	1 lb	N/A
Tuna or salmon	30 oz	N/A	N/A
Dry beans &/or peanut butter	1 lb <u>and</u> 18 oz	1 lb <u>and</u> 18 oz	1 lb or 18 oz

*Women fully breastfeeding multiples receive 1 ½ times the amount of food received in a fully breastfeeding food package.

Fully breastfeeding infants receive more foods at 6 months.

Feeding Method	Baby Cereal	Baby Food Fruits and Vegetables	Baby Food Meat
Fully Breastfed	24 oz	64 – 4 oz jars	31 – 2.5 oz jars
Partially Breastfed	24 oz	32 – 4 oz jars	None
Some Breastfed**	24 oz	32 – 4 oz jars	None
Fully Formula Fed	24 oz	32 – 4 oz jars	None

**Infants receiving more than ½ the amount of formula in an infant formula food package are documented as “Some Breastfed”.



Breastfeed – *right* from the start!

5 steps to successful breastfeeding:

- 1. Breastfeed within the first hour after birth.**
Ask to hold your baby skin to skin soon after birth.
- 2. Keep your baby with you.**
Sometimes called, “rooming in.”
- 3. Avoid using a pacifier in the first month.**
Babies who use a pacifier may not nurse as often.
Offer your breast at the earliest sign of hunger to give baby as much milk as possible.
- 4. Breastfeed your baby – don’t allow your baby to have any formula.**
Your milk provides everything your baby needs.
- 5. Have a phone number to call someone for breastfeeding help or support.**
All breastfeeding questions are important!

“Breastfeeding makes breast milk.”