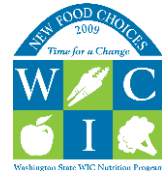


New Food Choices Support Breastfeeding



Leader Guide



Dear WIC staff,

Thank you for facilitating the “New Food Choices Support Breastfeeding!” training. This training provides you and your staff an opportunity to become familiar with the new breastfeeding policies related to implementing New Food Choices. It is important that all staff receive this training in order to understand and follow the new policies.

The training is designed to be done in a group setting and takes about 45-60 with 15 minutes for questions and answers, and evaluations. The length of the training will depend on the amount of discussion and the size of your staff. There are three Breastfeeding Review scenarios. We suggest that you have volunteers read the scenarios out loud. You may want to arrange for the volunteers before the training to save time. You may opt to not cover all three scenarios in this training. However, we recommend you review any unused scenarios at a later time as they are designed to help staff become familiar with the Breastfeeding Review. Choose the scenarios that will work best for your staff and that will fit the time you have allotted for the training.

The enclosed CD contains all the materials you need to provide the training:

- The Leader Guide. The guide provides you with an optional script to assist you in providing the training. The script is in *italics*. The shaded boxed information called “Leader Direction” provides you with additional information to help you guide the training.
- Handouts
- Power Point presentation
- Feedback forms

This training requires a computer and works best if your agency has a projector so that staff can view the presentation as a group. If a projector is not available to you, gather your staff around a computer, or print the Power Point for each participant. We suggest printing 2 slides per page for ease of reading.

We suggest that this training be completed in June to keep your clinic on track with the other New Food Choices training that will occur prior to October 1st. If you cannot do the training in June, please have it completed before October 1st, 2009. Please complete the “Leader Feedback” form and have staff complete their feed back forms as soon as you complete the training. Return them to Gwen Marshall, see address below. We look forward to receiving your comments and feedback. What you have to say is important to us! Your feedback will help us to revise this training for use with new staff and plan for future training.

If you have any problems or questions, please contact Gwen Marshall at (360) 236-3654 or e-mail at Gwendelyn.Marshall@doh.wa.gov.

Washington State WIC Nutrition Program
Washington State Department of Health
P.O. Box 47886
Olympia, Washington 98504-7886

Thank you for supporting and promoting breastfeeding in your clinic!

The purpose of this training	The purpose of this training is to introduce staff to the changes in breastfeeding polices that will be implemented with New Food Choices on October 1 st , 2009. This training is required for all staff.
The objects of this training	<ul style="list-style-type: none"> • Learn about the new breastfeeding policies • Identify two key points behind the rational of not issuing formula in the first month of life • Become familiar with the term “Anticipatory Guidance” • Learn the steps of a Breastfeeding Review • Locate three breastfeeding resources that can be used during a Breastfeeding Review
How and when to do the training	This training can be done anytime before October 1 st , 2009. The New Food Choices Food for Thought Newsletter #1 suggests scheduling this training in June.
How to do the training	This training was designed to be presented in a group setting such as a staff training or in-service.
In-service content	<p>A CD which includes:</p> <ul style="list-style-type: none"> • A Leader Guide • A Power Point presentation • Handouts • Feedback forms
Before the training	<ul style="list-style-type: none"> • Reserve your room and equipment • Print out your Leader Guide • Print out all handouts, one set for yourself and one for each participant • Assign pre-reading materials to staff <ul style="list-style-type: none"> ○ Food for Thought Newsletters #2 and #4 ○ An Overview of the Breastfeeding Review • Ask staff to bring their favorite breastfeeding resource to the in-service • For slide 11: If your current clinic’s practices do not follow the policy of having only the CPA determine the food package, discuss this issue with your WIC Coordinator. Be prepared to address any questions that may arise from this slide. • For slide 25: Talk to your coordinator before the training about a plan for your staff’s breastfeeding education.
Preparing yourself for the training	<ul style="list-style-type: none"> • Read over the leader guide • Practice reading the leader guide and using the Power Point presentation • Review the handouts • Slides 13 through 17 are a walkthrough of a Breastfeeding Review. Be prepared to ask for two volunteers to play the parts of the client and staff. • Slides 19 through 21 support the scenarios for further practice of the Breastfeeding Review.

	<ul style="list-style-type: none"> ○ Scenarios 1 and 3 require four volunteers ○ Scenario 2 takes three volunteers ○ On slide #8 there is a 2009 Breastfeeding Medicine study cited. If you would like to review the paper, it can be found at: http://www.liebertonline.com/doi/pdfplus/10.1089/bfm.2008.0110 <p>Contact Gwen Marshall at Gwendelyn.Marshall@doh.wa.gov (360) 236-3654, if you have questions before you train.</p>
Handouts provided for this training	<p>Handouts for each participant, including yourself.</p> <p><u>Handouts to be read by staff before the training:</u></p> <ul style="list-style-type: none"> ● Food for Thought Newsletters #2 and #4 ● An Overview of the Breastfeeding Review <p><u>Handouts used during the training:</u></p> <ul style="list-style-type: none"> ● Scenarios (3) ● Providing breastfeeding support: tips for getting started ● Solutions for common concerns ● Staff breastfeeding resources <p><u>Handouts used after the training</u></p> <ul style="list-style-type: none"> ● Participant feedback form ● Leader feedback form ● Please return feedback forms before October 15th, 2009
Length of training:	<ul style="list-style-type: none"> ● There is about 45 to 60 minutes of content with 15 minutes for questions and answers, and evaluations. ● The leader may select the Breastfeeding Review scenarios that meet staff needs.
Equipment needed:	<ul style="list-style-type: none"> ● Lap top computer ● Projector <p>If no projector is available and if the group is small, gather your staff around a computer, or print a copy of the Power Point for all participants. We suggest that you print 2 slides per page for ease of reading.</p>

Slide 1: New Food Choices support breastfeeding!

Welcome! I will be the leader for this month's New Food Choices training. I encourage all of you to participate. Together we can explore how the changes in New Food Choices will help us to better support our breastfeeding moms.

Leader direction:

- Have a volunteer read the quote and ask staff what the relevance of this quote is to providing support to breastfeeding moms.
- Affirm staff comments and add the following below.

*Washington State WIC staff are some of the best trained WIC staff in the country when it comes to breastfeeding. We need to **own** our knowledge of breastfeeding and be **confident** in our ability to help moms meet their breastfeeding goals.*

Slides 2 & 3: New Food Choices will bring changes to the way we support breastfeeding moms

Leader direction: Have a volunteer read the next two slides to review the learning objectives for today's session.

Today we will:

- *Learn about the new breastfeeding policies*
- *Identify two key points behind the rationale of not issuing formula in the first month of life*
- *Become familiar with the term "Anticipatory Guidance"*
- *Learn the steps of a Breastfeeding Review*
- *Locate three key breastfeeding resources available during a Breastfeeding Review*

Slide 4: Policy changes

Leader direction: Have staff refer to Food for Thought Newsletters #2 and #4

Washington State WIC's new policies include:

- *No longer routinely issuing infant formula to breastfeeding infants*
- *All breastfeeding moms & babies will receive a full Breastfeeding Review before any formula is issued*

Our neighboring states (Oregon and Idaho) are also not giving formula in the first month of life, so transferring clients from neighboring states will be familiar with this policy.

- *Document that the Breastfeeding Review was completed in the Notes Section of either the mom's or infant's record in Client Services. See handout "Overview of the Breastfeeding Review" for details of how and where to document this information.*

Slide 5: Policy changes

Breastfeeding women with infants over 6 months of age requesting more than 1/2 the amount of formula in a 7-12 months formula food package:

- *Will no longer receive food for themselves*
- *Will be counted as participating breastfeeding women*
- *Will be given support and education to continue to breastfeed*

WIC's goal is to help women continue to breastfeed – no matter how much breastfeeding they are doing. That is why these women are still counted as breastfeeding even though they do not receive any foods.

Slide 6: Time for a change

Thinking about how WIC supports breastfeeding, what have you learned about the New Food Choices changes that surprise you?

Leader direction:

- Allow staff to share their thoughts about the changes.
- You may want to record these thoughts on a white board or flip chart.
- Note any issues or questions that are brought up that can be addressed later in the training or sent to the state WIC office for further clarification.

Slide 7: Why no infant formula the first month

Let's talk about why no infant formula the first month of life.

The amount of milk a breastfeeding woman produces depends directly on how often and how long she nurses.

- *The baby stimulates mom's hormones by being skin-to-skin and stimulating her nipples*
- *These hormones bring her milk in and help eject the milk*
- *Every time the baby breastfeeds the mom's hormone levels rise and this makes more milk*
- *Frequent removal of milk from the breast tells the breasts to keep making milk*

When formula is introduced into the diet of a breastfeeding infant:

- *Baby does not feed as often*
- *Mom's hormones are not stimulated*
- *Milk is not removed from the breast*
- *The breasts make less milk*
- *Breastfeeding ends*

If formula is introduced in the first four weeks of breastfeeding, mom may never be able to make all of the milk her baby needs.

Anytime a baby gets formula, mom will make less milk.

Slide 8: Why no infant formula the first month (continued)

*A mom's confidence in her ability to make milk is a key factor to her breastfeeding success!
There are many things that can undermine a woman's confidence in her ability to make milk.*

- *Formula given out by medical providers tells mom that breastfeeding often doesn't work out*
- *Recent studies show that about 50% of breastfeeding babies were supplemented with formula in the hospital, often against a mom's wishes. Early formula supplementation in the hospital is a key factor in early weaning*
- *Formula discharge bags also give the message that breastfeeding will not work out*
- *"Helpful" WIC staff can undermine breastfeeding by issuing formula "just in case."*
 - *A 2009 study published in Breastfeeding Medicine revealed an under-issuance of the breastfeeding food package to fully breastfeeding moms and the issuance of unwanted formula*
 - *This study was done in East Coast WIC clinics but often happens here in Washington too*
 - *Many moms in this study had no idea what to do with all of the formula that they felt pressured to take from WIC*
- *WIC staff should refrain from asking questions such as "Do you think you will need more formula this month?" or "Would you like some formula, just in case?"*

Do you think this happens in our clinic?

Leader direction: Lead a brief discussion about your clinic's practices on issuing formula during the first month of life to breastfeeding infants.

Slide 9: Breastfeed - right from the start!

Everybody wants to be successful. When a woman makes a decision to breastfeed she wants to know in advance what to do to make breastfeeding work for her and her baby. We have that information. This information is called "Anticipatory Guidance". We can provide anticipatory guidance to pregnant moms to help them successfully breastfeed right from the start!

We can provide pregnant moms with information on:

- *What to do in the hospital to start nursing off right*
- *Normal breastfeeding*
- *What to expect as baby grows*

We may not have to do as many Breastfeeding Reviews if our moms have the information they need before they need it.

Research from Colorado shows that these 5 tips increase breastfeeding duration and help women to fully breastfeed longer before adding formula.

Leader direction: These are from the crib card and different from Newsletter #4. Refer to Food for Thought Newsletter #4 and ask for volunteers to read the handout “Breastfeed- right from the start!” on the last page of the newsletter.

5 steps to successful breastfeeding

1. Breastfeed within the first hour after birth. Ask to comfort your baby skin-to-skin soon after birth.
2. Room in with your baby. Keep your baby in your room all day and night so you can get to know and watch over your baby. This early time of practicing breastfeeding together is important.
3. Breastfeed often, every 1 ½ to 3 hours, or when your baby shows signs of early hunger.
4. 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 your baby as much milk as possible.
5. Have a phone number to call for breastfeeding help or support. All breastfeeding questions are important!

Ask staff how these five messages can be provided in a client centered way.

For example:

“You said you wanted to breastfeed your baby. Would you like to hear 5 easy tips you can take in the hospital to help you successfully breastfeed?”

Slide 10: An overview of the Breastfeeding Review

Leader Direction: Ask staff the questions below one at a time. Click the mouse, or advance, after staff has answered each question to reveal the answer.

You were asked to read a handout called “An Overview of the Breastfeeding Review” before the in-service today.

Thinking about what you read, who can answer the following questions.

Q: What is a Breastfeeding Review?

A: A Breastfeeding Review is an assessment of how breastfeeding is going.

Q: When is a Breastfeeding Review needed?

A: A Breastfeeding Review must be completed before any formula is issued to a breastfeeding baby, or if a client asks for an increase in the amount of formula she is getting.

Q: What is the purpose of the Breastfeeding Review?

A: The purpose of the review is to address any concerns and help find solutions that enable mom to continue to breastfeed, and to minimize and or delay the use of formula.

A Breastfeeding Review can also happen whenever a mom has any breastfeeding concerns or problems, even if she is not asking for formula. This will help the mom meet her breastfeeding goals and will allow you to practice your skills and increase your confidence in helping breastfeeding clients.

Slide 11: Who can do a Breastfeeding Review and issue formula checks to breastfeeding infants?

Leader Direction: Ask staff the question on slide 11 listed below.

Question:

Who can do a Breastfeeding Review and issue formula checks to breastfeeding infants?

Answer:

1. *Only Competent Professional Authorities (CPA's) trained in breastfeeding support can do a Breastfeeding Review.*
2. *Only a CPA can determine or change a food package- this is NOT something new. **This is current policy.***
 - *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).*
 - *Only CPAs may issue formula checks to a breastfeeding infant and do a Breastfeeding Review, but **every** staff member can provide encouragement to a breastfeeding mom! We are all an important part of the WIC team.*

Note: In this training the term CPA includes certifiers, nutritionists and nurses.

Leader direction: If your clinic's current practices do not follow the policy of having only the CPA determine the food package, discuss this issue with your WIC Coordinator. Be prepared to address any questions that may arise from this slide.

Slide 12: Where a Breastfeeding Review starts

A Breastfeeding Review starts at the front desk. Clerks have unique and important roles because they see clients first and most often. The clerk can make the client feel welcome and acknowledge her concerns.

Leader direction: Have a discussion on how your clerks support breastfeeding.

How do our clerks support breastfeeding moms?

It is the responsibility of the clerk to support breastfeeding moms by:

- *By getting moms the help they need – e.g., having the mom see a CPA trained in providing breastfeeding support when she is requesting formula for her breastfeeding infant*
- *By providing encouragement and good customer service*

Slides 13 through 17: A walkthrough of a Breastfeeding Review

A Breastfeeding Review is a conversation between WIC staff trained in breastfeeding support and the client about how breastfeeding is going and starts with the basics.

There is no one-size-fits-all approach when doing a Breastfeeding Review.

Let's see what a Breastfeeding Review looks like.

Leader Direction: Ask for 2 volunteers to read the scenario on slides 13 through 17.

Slide 18: What would this scenario look like in our clinic?

Leader Direction: Lead a short discussion by asking the following questions.

- *What would this scenario look like in our clinic?*
- *What would be different?*
- *What would be the same?*
-

Slide 19: The Breastfeeding Review : Scenario 1 “Maria”

Pull out “Scenario 1 Maria” and let’s read through it.

Leader Direction:

See handout, Breastfeeding Review Scenario 1: “Maria”. This is an optional exercise that provides another example of completing a Breastfeeding Review. The directions for reading it are provided at the top of the first page. Each trainee should receive a copy of the Breastfeeding Review Scenario 1: “Maria” if you decide to do this scenario.

After reading through the scenario, lead a discussion about what happens in your clinic by asking the questions below and referring to the handout, “Providing breastfeeding support: tips for getting started”.

This is a real scenario that happens daily in clinics around the state.

- *What typically happens now in our clinic when a breastfeed woman comes in requesting formula?*
- *What changes will your clinic make when New Food Choices is implemented?*
- *Could we implement these changes sooner than October 1st ?*

Slide 20: The Breastfeeding Review: Scenario 2 “Lisa”

Pull out “Scenario 2 Lisa” and let’s read through it.

Leader Direction:

See handout, the Breastfeeding Review Scenario 2: “Lisa”. This is an optional exercise that shows how a clerk can provide support and encouragement to a breastfeeding client with concerns. By using client centered skills, the clerk is able to help the client without referring her to a CPA to complete a Breastfeeding Review. The directions for reading it are provided at the top of the first page. Each trainee should receive a copy of the Breastfeeding Review Scenario 2: “Lisa” and “Providing breastfeeding support: tips for getting started” if you decide to do this scenario.

After reading through the scenario, lead a discussion about what happens in your clinic by asking the questions below.

How was this scenario different?

- *It was done by the clerk at the front counter. All clerks can support breastfeeding. This can be done at every check pickup.*
- *Providing breastfeeding support often is just assuring moms what is happening is normal.*
- *Providing moms with the support they need may eliminate the need to do as many Breastfeeding Reviews.*
- *A job responsibility of clerks is to know the benefits of breastfeeding and current breastfeeding management techniques. (WIC Policy and Procedure Manual, Volume I, Chapter 15, page 4 -Guidelines for Staff Orientation and Training on Breastfeeding Promotion and Support, 3/2007. The revision of Chapter 15 has expanded the role of the clerk in promoting and supporting breastfeeding. The draft of Chapter 15 will be posted on the website soon.)*
- *Velen did offer the mom more help if the mom wanted it.*

Leader direction: The following discussion may be used to emphasize the role of the clerk by providing examples of phrases clerks can use to support pregnant and breastfeeding clients.

For pregnant women:

- *“Did you know that breastfeeding moms get to the most food and get to stay on WIC the longest?”*
- *“Remember that breastfeeding makes breast milk, so after your baby is born just breastfeed and don’t give formula.”*

For breastfeeding moms:

- *“How’s breastfeeding going?”*
- *“Talk to us here at WIC if you have to go back to work, we can help you to continue to breastfeed.”*

If the mom was insistent on getting formula, what would have happened next?

Leader direction:

- *Lead staff in a brief discussion about who can issue formula to a breastfeeding infant.*
- *Review the points below if they are not addressed by staff.*
- *That’s right; before any formula is issued to a breastfeeding baby a CPA must do a Breastfeeding Review.*
- *The clerk would want to share the information she gathered with the CPA.*
- *Only the CPA can issue formula checks (or hand out cans of formula) to a breastfeeding infant.*

Slide 21: The Breastfeeding Review: Scenario 3 “Anna”

Pull out “Scenario 3 Anna” and let’s read through it.

Leader direction:

See handout, the Breastfeeding Review Scenario 3 “Anna”. This is an optional exercise that provides another example of completing a Breastfeeding Review. The directions for reading it are provided at the top of the first page. Each trainee should receive a copy of the Breastfeeding Review Scenario 3 “Anna” and “Solutions for Common Concerns- Engorgement” if you decide to do this scenario.

After reading through the scenario, lead a discussion about what happens in your clinic by asking the questions below and referring to the handout, “Solutions for Common Concerns- Engorgement”.

If Anna wanted to continue to breastfeed, what would you do to help her? Refer to the handout, “Solutions for Common Concerns- Engorgement.”

What if Anna wanted to quit breastfeeding?

Leader direction: Lead an optional discussion on how to help moms wean using the following points below.

Tell her how to relieve the engorgement:

- *Binding breasts with an ACE bandage or sports bra*
- *Apply cold compresses to breasts*
- *Do not express milk*
- *Avoid nipple stimulation*
- *No medication is given to “dry up” milk these days*
- *Restricting fluids does **not** help “dry up” milk*
- *Issue formula. Powder formula is recommended if she wants to do some breastfeeding*
- *Encourage some breastfeeding if she seems unsure*
- *Tell Anna she will continue to have milk if she breastfeeds*

Slide 22: When formula is issued to a breastfeeding baby

What happens if we must issue formula?

- *If the CPA determines that formula is needed or if the breastfeeding mom is convinced that formula is the only way her problem will be solved, the CPA provides the minimum amount of formula needed.*
- *The CPA shall educate and counsel the mother that adding formula to her baby’s diet will have a negative effect on her breastmilk production and may end breastfeeding.*
- *Provide powder formula unless the mother specifically requests concentrate. Powder formula is preferred. There is less waste as moms can mix up only the amount that is needed for a feeding.*
- *Refer the mom for continued breastfeeding help or to the medical provider, if necessary.*
- *In all cases, encourage mom to continue breastfeeding.*

Supporting moms to fully breastfeed is our goal. Sometimes moms want to quit, have to quit, or are not able to make all the milk her baby needs. We need to respect her wishes but also encourage her to continue if she still is breastfeeding. Some breastfeeding is better than no breastfeeding!

Slide 23: What if there is no CPA available to do a Breastfeeding Review

What if there is no CPA trained in breastfeeding to do a Breastfeeding Review?

- *Affirm the mom's concerns and explain that staff who can determine which food package to issue are not available.*
- *Encourage her to continue breastfeeding and inform the client that adding formula to her infant's diet may decrease her ability to make milk.*
- *Offer support to the client within your skill level.*
- *Schedule the client as soon as possible for a time when the CPA is available to do a Breastfeeding Review or refer to community resources to complete the Breastfeeding Review, if available.*
- *Offer to have a CPA call her as soon as possible to offer support by phone.*
- *Suggest that she use any formula samples that she may have received from other sources, or purchase formula with Basic Food Benefits or cash.*

Slide 24: Our clinic's breastfeeding resources

- *It's not just one person's responsibility to "do breastfeeding"*
- *It's everyone's responsibility*
- *What resources do we have in our clinic to help us gain more knowledge about how to help breastfeeding moms?*
- *What favorite breastfeeding resource did you bring to share?*

Leader direction: Have staff tell why they like the breastfeeding resource they brought to the training or share how they have used the resources successfully.

Slide 25: What you can do to learn more about breastfeeding

Leader direction: Refer to the handout, "Staff breastfeeding resources"

*Has anyone used these resources?
Are there any resources new to you that you'd like to review?*

Leader direction: Lead a discussion with staff about how your clinic might learn more about breastfeeding. Talk to your coordinator before the training about a plan for your staff's breastfeeding education.

Slide 26: One more look at the Breastfeeding Review

Let's spend a minute to examine the Breastfeeding Review.

Leader direction: Read the slide.

Slide 27: Closing

Thanks for participating today. We heard some great discussion and ideas that will help us to better serve our WIC clients.

Please fill out your Feedback Form – your input is greatly appreciated.

Leader direction:

- Document this training in your clinic's in-service file.
- Have participants complete the Staff feedback form.
- Please complete the Leader feedback form.
- Forms may be completed and sent electronically to Gwendelyn.Marshall@DOH.WA.GOV
or
- Collected and mailed to:

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For persons with disabilities this publication is available on request in other formats. To submit a request, please call 1-800-841-1410.



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