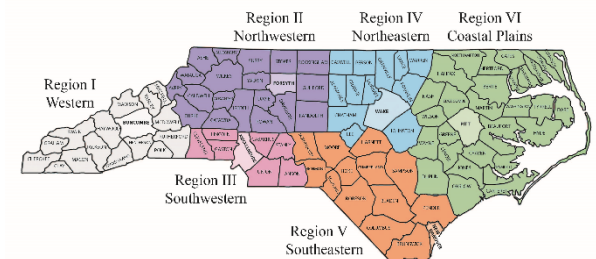


OPTIMIZING YOUR RESOURCES: HOW NORTH CAROLINA LEVERAGED LIMITED RESOURCES TO INCREASE BREASTFEEDING RATES

Chiara Phillips, MS, RD, LDN, IBCLC

Norma Escobar, IBCLC

Hannah Edens, MPH, RD, LDN, IBCLC, RLC



DISCLOSURES

Chiara Phillips, Norma Escobar, and Hannah Edens have no actual or potential declarations to make in relation to this presentation.

OBJECTIVES

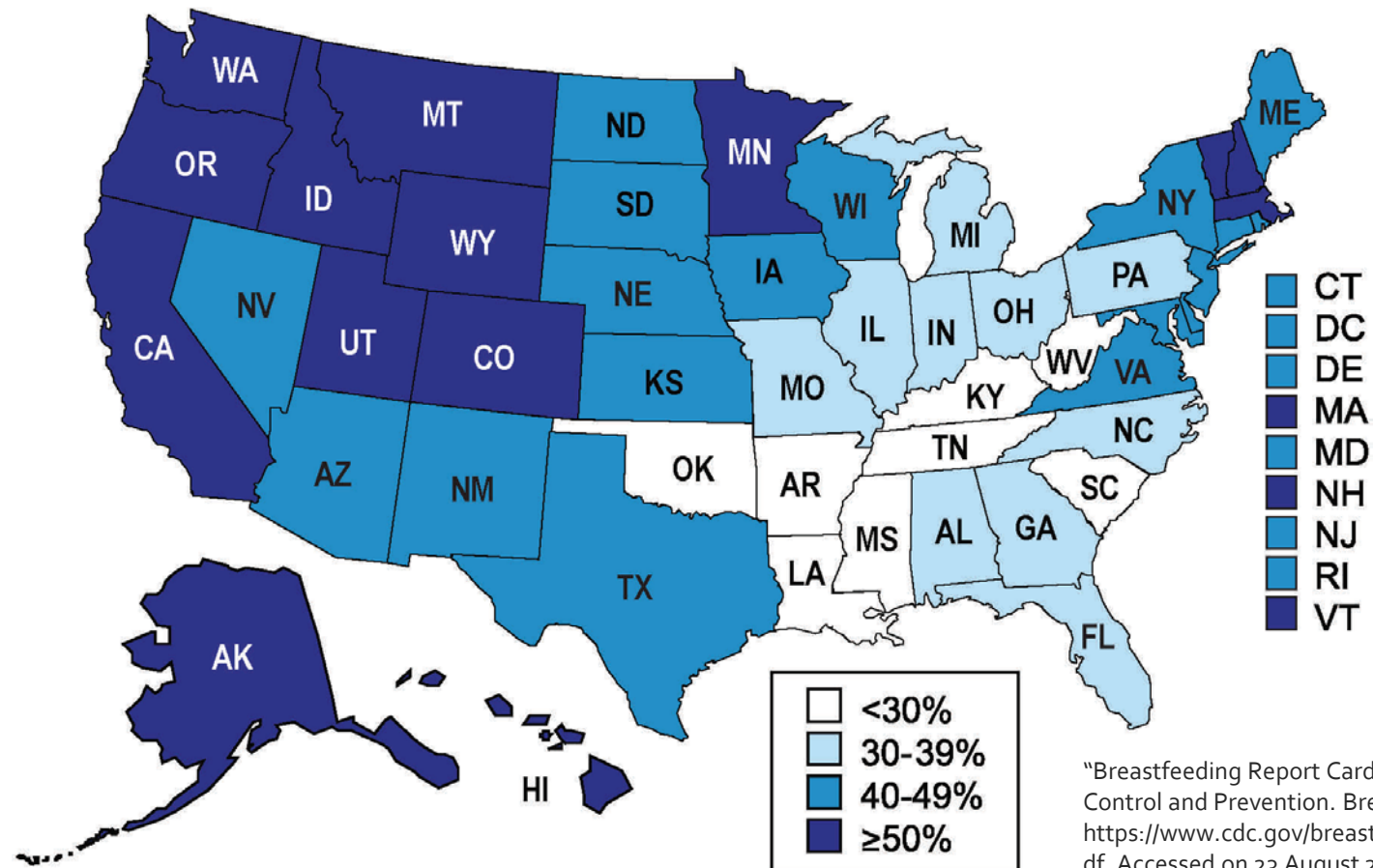
- √ Discuss the development, implementation, and maintenance of the Regional WIC Lactation Training Centers
- √ Explain the responsibilities of the Regional WIC Lactation Training Centers
- √ Describe the impact the Regional WIC Lactation Training Centers have had on North Carolina's breastfeeding initiation, duration, and exclusivity rates

NORTH CAROLINA



NORTH CAROLINA BREASTFEEDING SNAPSHOT

Percent of children who are breastfed at 6 months of age, among children born in 2007 (Provisional)



"Breastfeeding Report Card—United States, 2010". Center for Disease Control and Prevention. Breastfeeding Report Card. August 2010. <https://www.cdc.gov/breastfeeding/pdf/breastfeedingreportcard2010.pdf>. Accessed on 23 August 2018.

DEVELOPMENT OF THE REGIONAL WIC LACTATION TRAINING CENTERS

**Breastfeed
Your Baby**



**Healthy Habits,
Healthy Families**

North Carolina WIC

A NORTH CAROLINA BLUEPRINT FOR ACTION

“To ensure that the blueprint would reflect the experiences and perspectives of a wide range of stakeholders and supporters of breastfeeding, the NSB [Nutrition Services Branch] invited representatives from diverse disciplines and communities across the state to participate in a **public forum on September 9, 2004, entitled ‘Promoting, Protecting, and Supporting Breastfeeding in North Carolina.’”**

—pg.9

Mason G, Roholt S. 2006. Promoting, Protecting, and Supporting Breastfeeding: A North Carolina Blueprint for Action: North Carolina Division of Public Health, Raleigh, N.C.

Promoting, Protecting and Supporting Breastfeeding

A North Carolina Blueprint for Action
2006



A NORTH CAROLINA BLUEPRINT FOR ACTION: PRIMARY GOAL



- “Increase breastfeeding initiation and duration rates by positively influencing the breastfeeding climate.” –pg. 9

INDIANA STATE DEPARTMENT OF HEALTH: WIC REGIONAL BREASTFEEDING CENTERS



Image: "WIC Regional Breastfeeding Centers Indiana WIC Program".
Indiana State Department of Health. May 2010.
https://secure.in.gov/isdh/files/WIC_Regional_Breastfeeding_Centers_FY10.pdf

NEONATAL / PERINATAL OUTREACH AND EDUCATION TRAINING (NOETS & POETS)

Maintain a “pulse” on the needs of their perinatal region through:

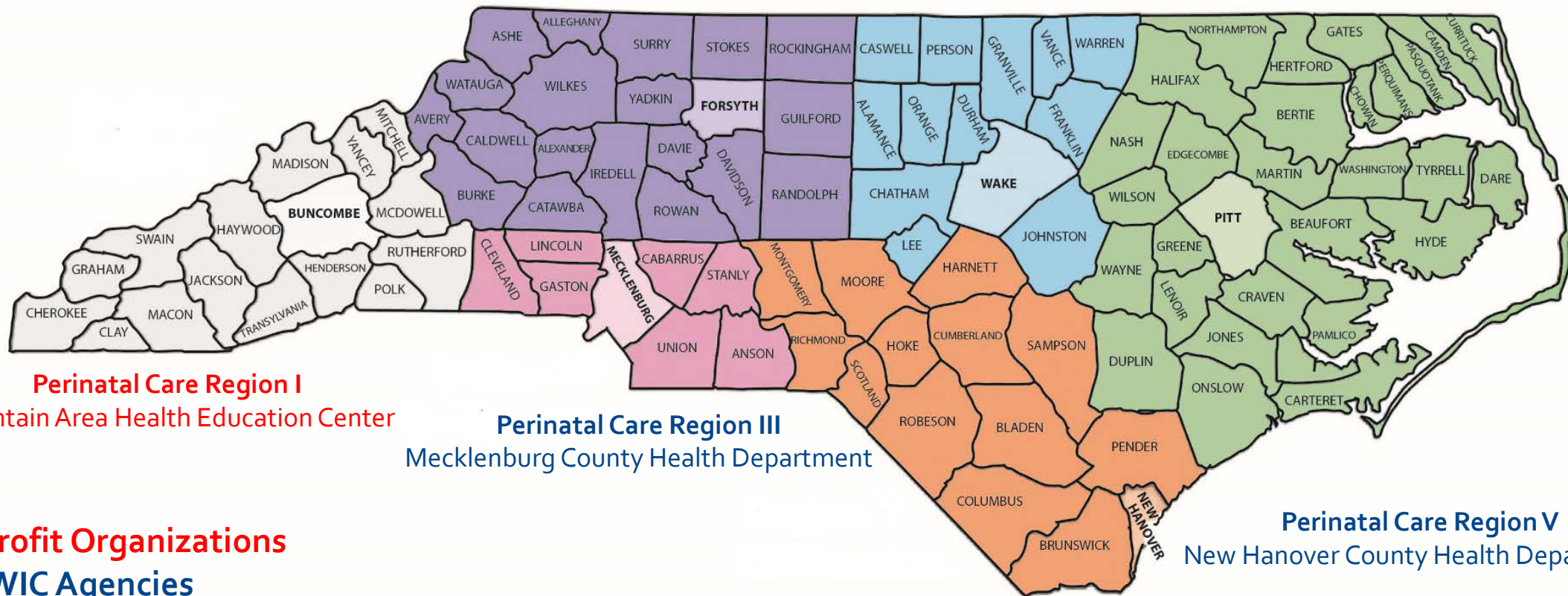
- ✓ Sustaining communication between hospitals and their local health departments
- ✓ Providing trainings and technical assistance to relevant stake holders
- ✓ Possessing a knowledge of the services available to the providers ensure quality and consistent of care
- ✓ Serving as a member of the local coalitions and/or boards relevant to their scope of practice

PERINATAL CARE REGIONS

Perinatal Care Region II
Forsyth Medical Center Foundation

Perinatal Care Region IV
Wake County Human Services

Perinatal Care Region VI
Eastern Area Health Education Center



Perinatal Care Region I
Mountain Area Health Education Center

Perinatal Care Region III
Mecklenburg County Health Department

Perinatal Care Region V
New Hanover County Health Department

Non-Profit Organizations
Local WIC Agencies

REQUEST FOR APPLICATION (RFA)

NORTH CAROLINA REGIONAL WIC LACTATION TRAINING CENTERS



THE ORIGINAL RFA

2005

Eligibility

Local health departments/districts that provide WIC Program services and a Breastfeeding Peer Counselor (BFPC) Program

Potential for one (1)
grant awarded in each
of the six (6) NC
Perinatal regions

Level I Grant

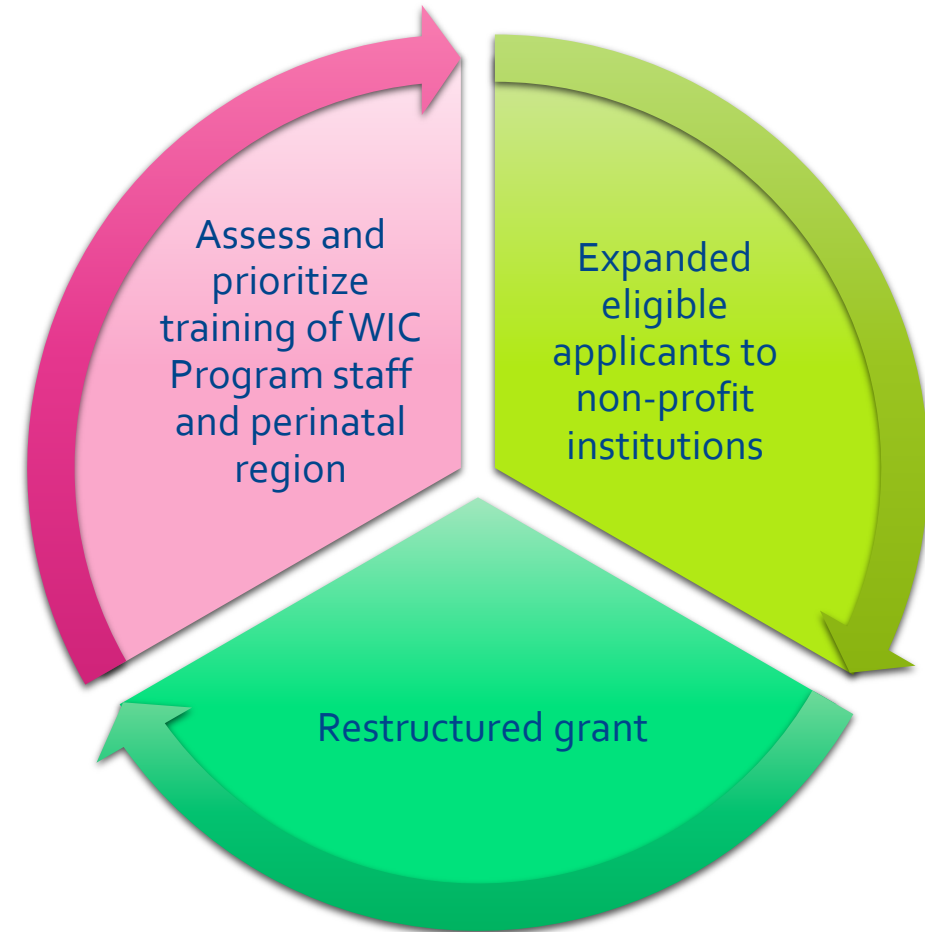
0.5 FTE: Regional Breastfeeding Coordinator
Training and consultation specific to WIC Programs
Up to \$40,000 available

- **Level II Grant**

1.0 FTE: Regional Breastfeeding Coordinator
Level I activities plus a comprehensive role with
community development for breastfeeding support
Up to \$80,000 available

EVOLUTION OF THE RFA

Goal: Establish a Regional WIC Lactation Training Center in each perinatal region



THE CURRENT RFA

Eligibility

WIC agencies and non-profit organizations physically located within the perinatal region

**Potential for one (1)
grant awarded in
each of the six (6)
NC Perinatal regions**

0.5 FTE: Regional Breastfeeding Coordinator

- Training and consultation specific to WIC agencies and providers who serve a WIC eligible population
 - Up to \$60,000 available
-

REGIONAL BREASTFEEDING COORDINATORS

Credentials

- International Board Certified Lactation Consultant (IBCLC)
- Competent Professional Authority (CPA)

Knowledge

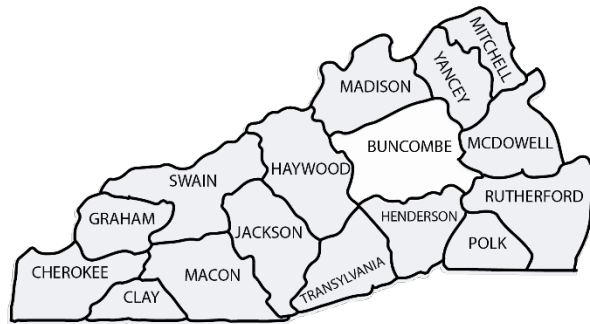
- Understand the North Carolina WIC Program
- Ability to coordinate and collaborate to support breastfeeding services within the community
- Demonstrate skills in providing training, specifically in lactation management
- An on-going mechanism to maintain skills in the provision of clinical lactation management services

Experience

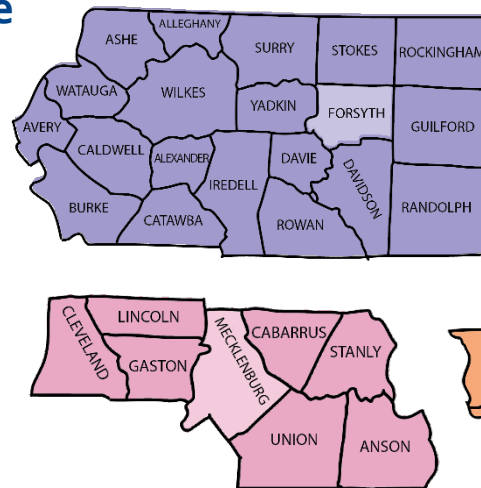
- Working with the population served by the WIC Program
- Participated with breastfeeding peer-to-peer support programs
- Expertise in lactation management by providing clinical lactation services

REGIONAL BREASTFEEDING COORDINATORS 2016-2019

Perinatal Care Region II
Alison Moore

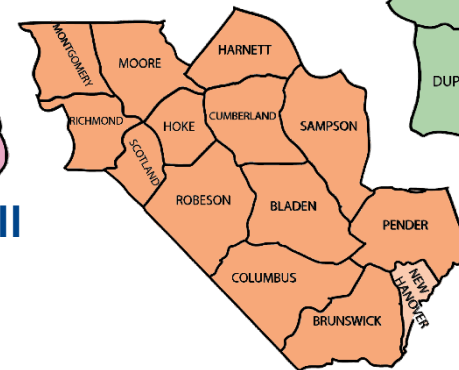


Perinatal Care Region IV
Jam Gourley

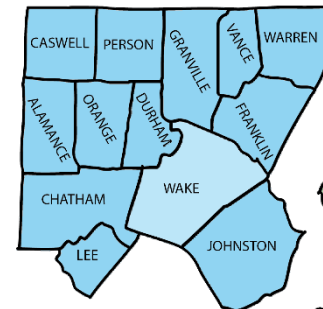


Perinatal Care Region I
Georganna Cogburn

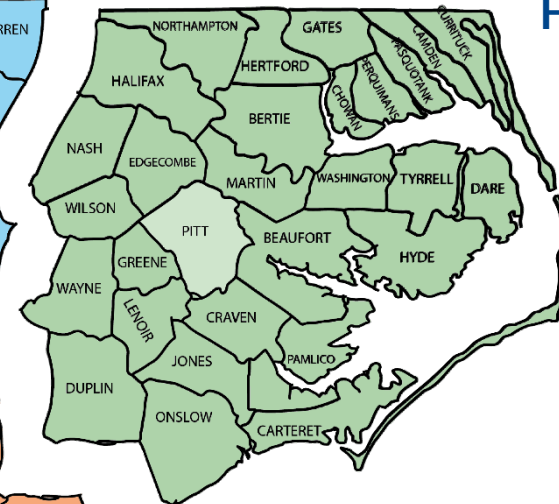
Perinatal Care Region III
Vacant



Perinatal Care Region V
Norma Escobar



Perinatal Care Region VI
Hannah Edens

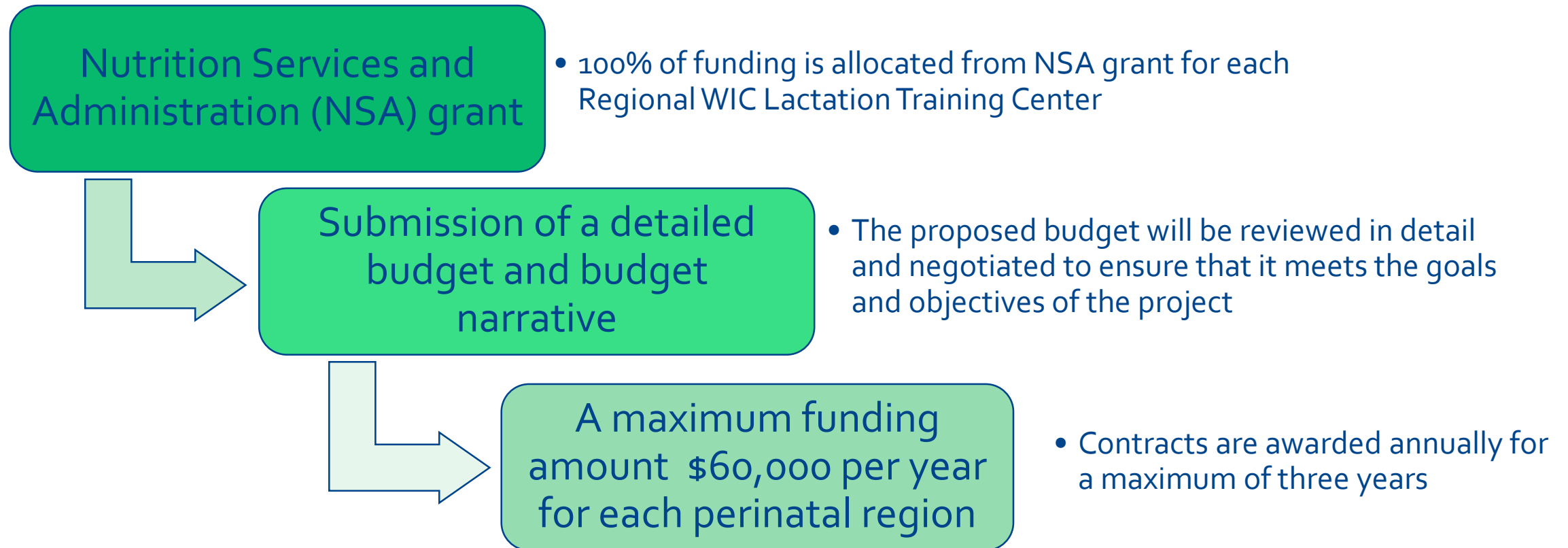


REGIONAL WIC LACTATION TRAINING CENTERS FUNDING

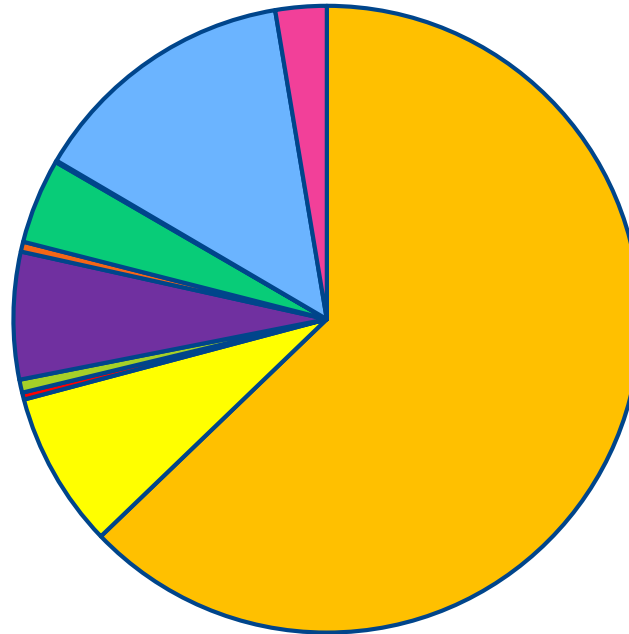


Every \$1 invested
in breastfeeding support
= \$35 in benefits
to economies

REGIONAL WIC LACTATION TRAINING CENTERS FUNDING



PROJECTED BUDGET



Salary/Wages

Office Supplies

Staff Development

Guest Speakers

Fringe Benefits

Travel

Media/Communication

Supplies and Materials

Utilities

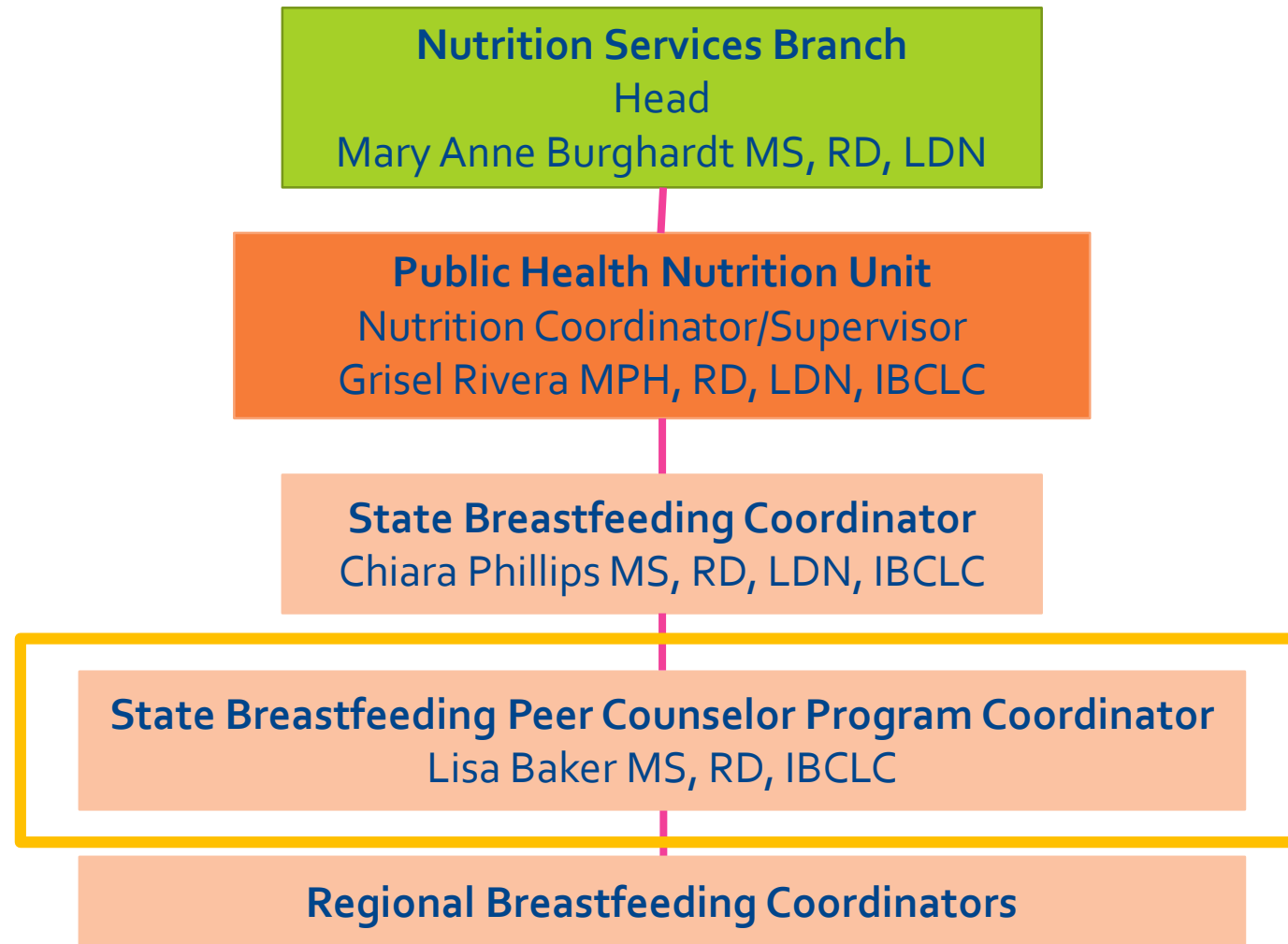
Operational Other

STATE AGENCY MANAGEMENT OF THE REGIONAL WIC LACTATION TRAINING CENTERS

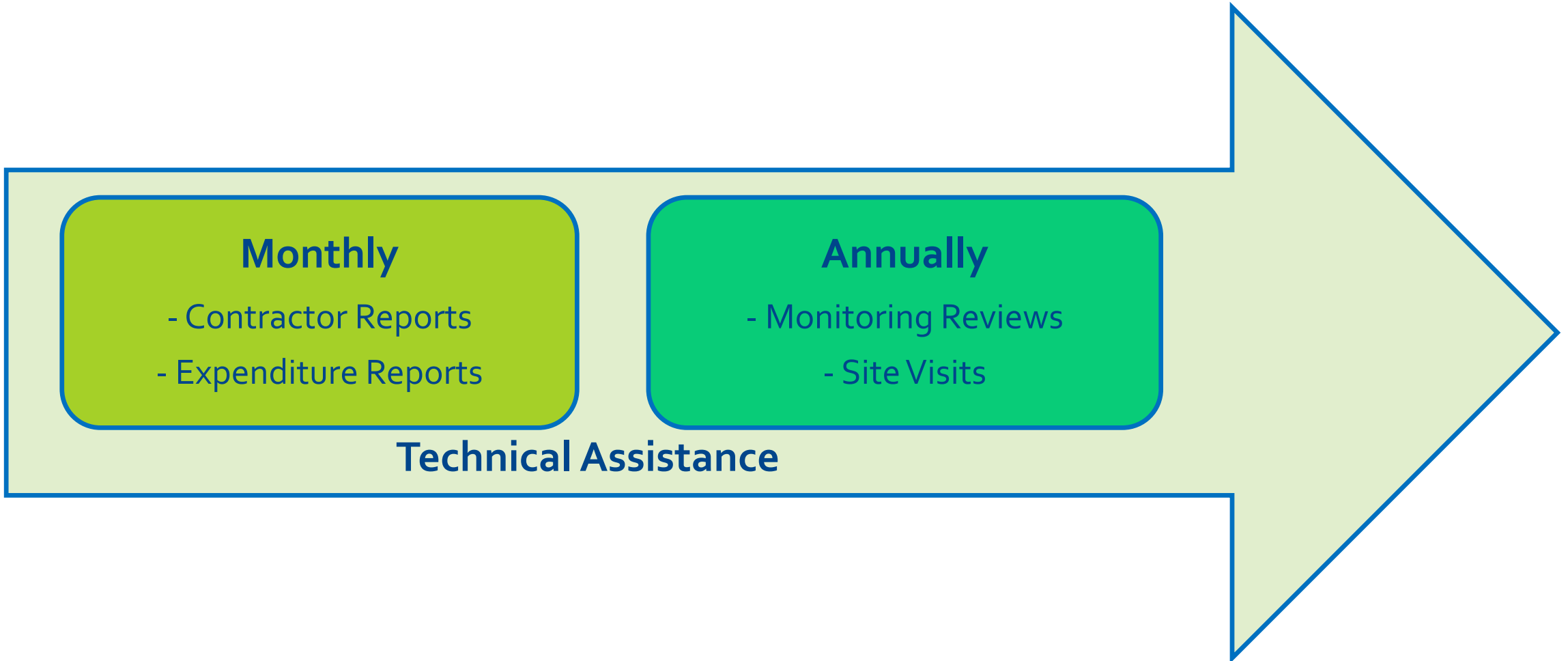


ORGANIZATIONAL CHART: BREASTFEEDING TEAM

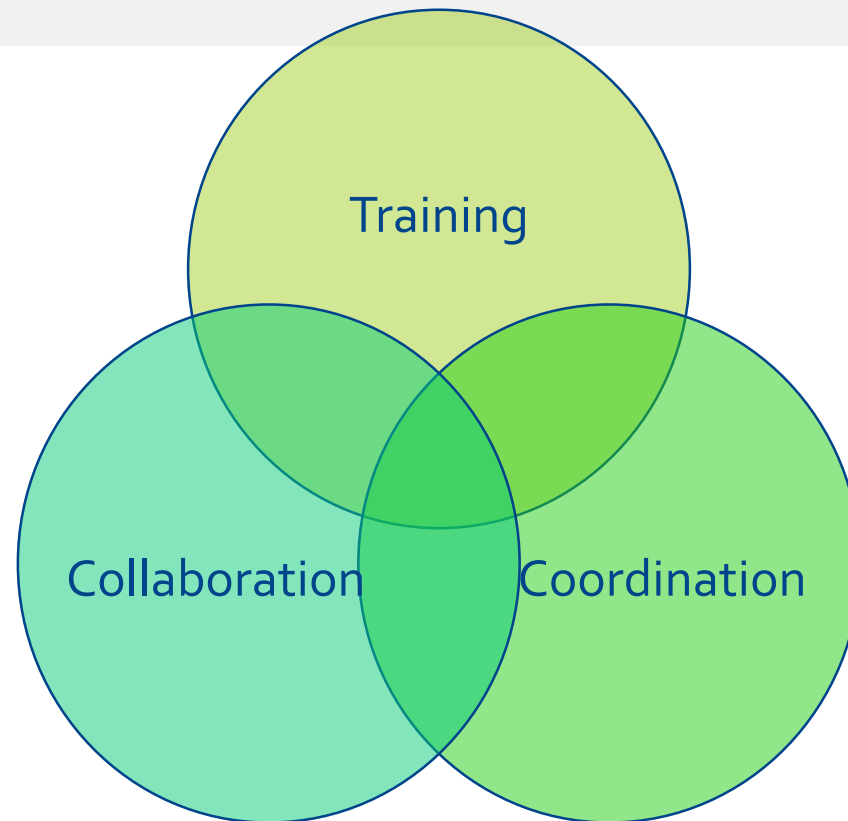
Breastfeeding Team



MANAGEMENT PROCESS OF THE REGIONAL WIC LACTATION TRAINING CENTERS



REGIONAL WIC LACTATION TRAINING CENTER'S SCOPE OF WORK



CORE TRAINING FOR PEER COUNSELORS

12 SESSIONS/YEAR



10 CONTINUING EDUCATION EVENTS



OTHER PARTNERS



UNIVERSITY of NORTH CAROLINA WILMINGTON

Email Directory mySeaport Quicklinks

Search UNCW Go



INFO FOR

ACADEMICS

COMMUNITY

RESEARCH

Center for Healthy
Communities

FuseCR

N.C. Public Health Training
Center

EngageSENC

North Carolina Public Health Trainings

**They "Call The Shots" but You Provide The Evidence:
Partnering With Caregivers to Counsel on Vaccines and
Vaccine Hesitancy**

What can you do to help increase the number of children who get vaccinated in

Breastfeeding-Friendly Health Departments

7/14/2017

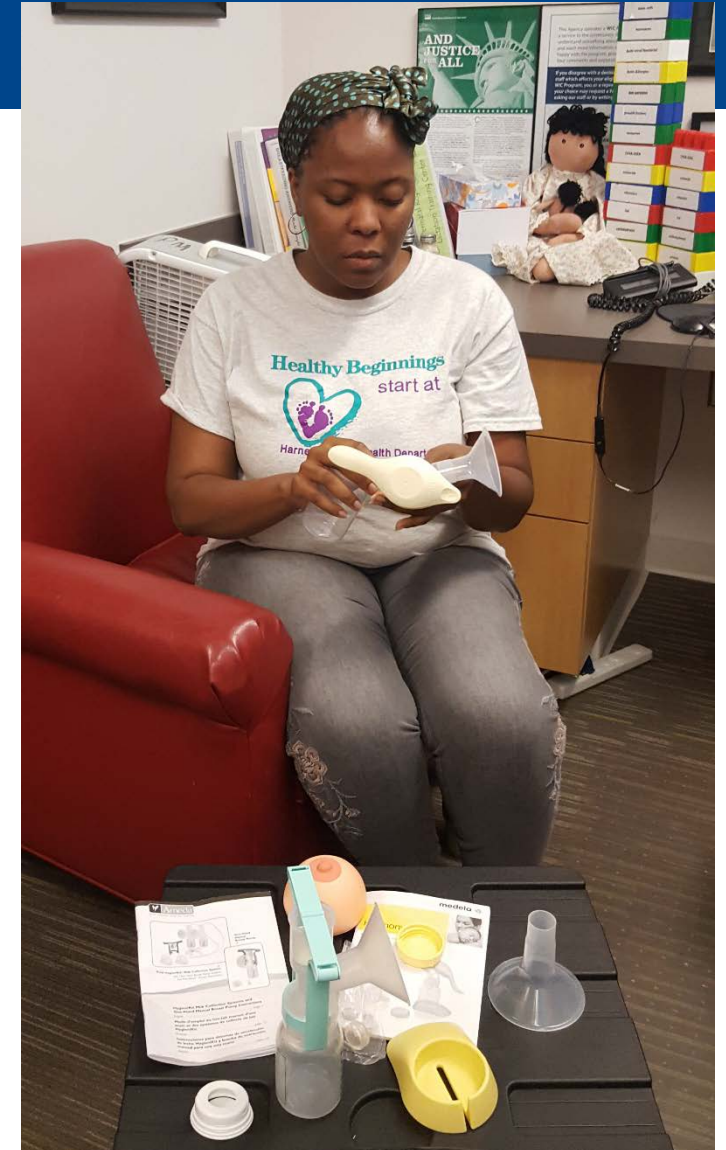
This training discusses the importance and value of breastfeeding, reviews what makes a breastfeeding-friendly clinic, and explores common misconceptions about infant feeding.



North Carolina

Breastfeeding-Friendly Child Care Designation

BREASTFEEDING SUPPLIES COMPETENCY TRAINING - DEMOS



COLLABORATION – WITH OTHER ORGANIZATIONS

NC Breastfeeding Report Card

NORMA ESCOBAR, IBCLC

LLL OF NC CONFERENCE, OCTOBER 2017

COLLABORATION – WITH COALITIONS



COLLABORATION – WITH COMMUNITIES

Eat Local



#PORTCITYBREASTFEEDS
WWW.PORTCITYBREASTFEEDINGPROJECT.ORG



MINI LATCH-ON



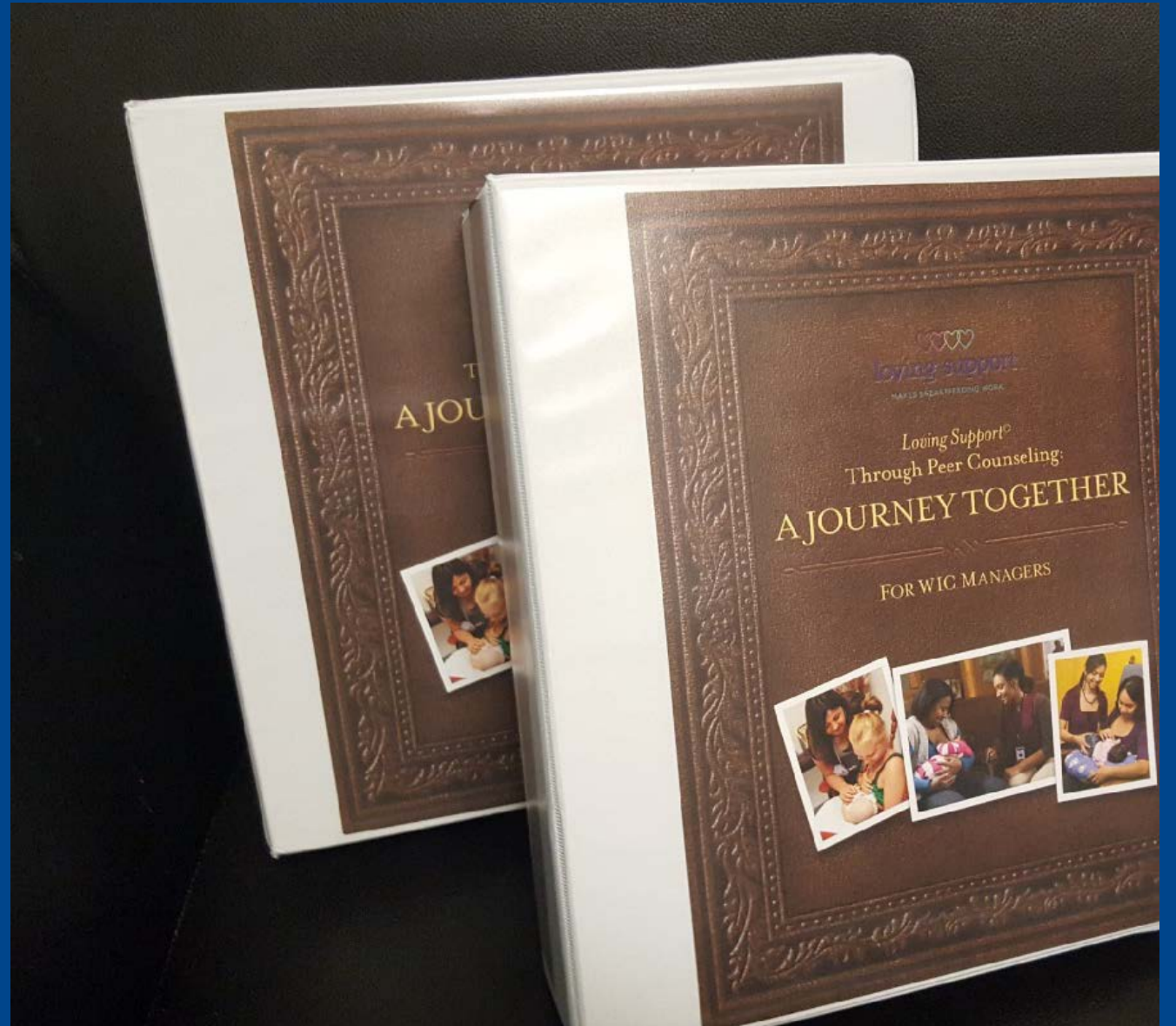
REPRESENTATION MATTERS – SUPPORT ALL FAMILIES



BFPC QUARTERLY CONTINUING EDUCATION



ANNUAL BREASTFEEDING PEER COUNSELOR MANAGER TRAINING



CLINICAL TECHNICAL ASSISTANCE



Resource sharing
Referral guidance
Complex clinical cases
Evidence-based research

COLLABORATION: LOCAL WIC AGENCIES AND REGIONAL NUTRITION CONSULTANTS



IMPACT OF THE REGIONAL WIC LACTATION TRAINING CENTERS

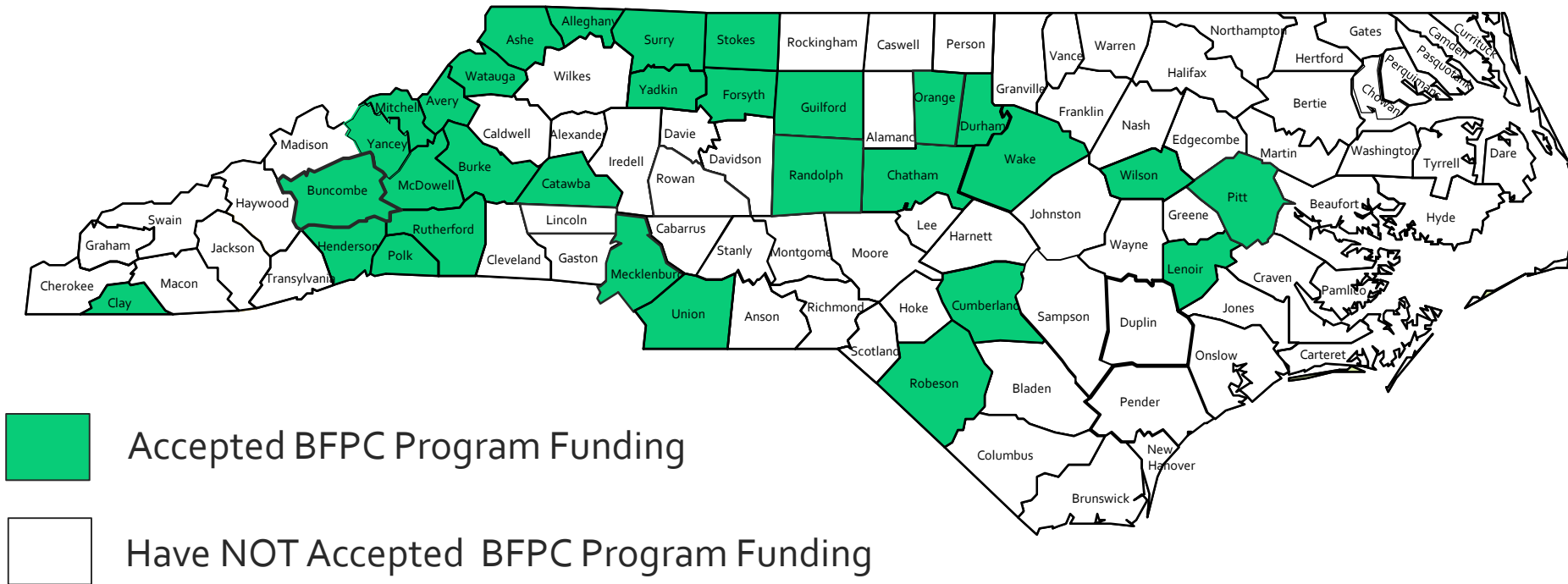


loving support.®

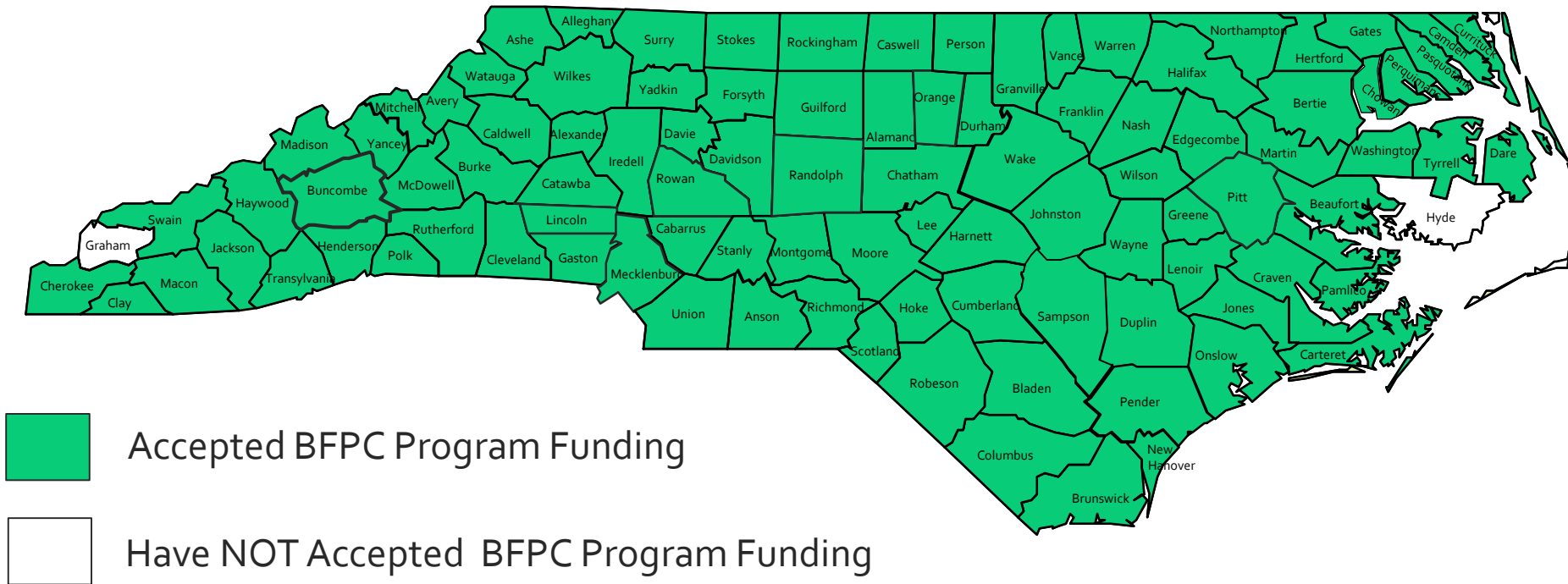
MAKES BREASTFEEDING WORK

GROWTH OF THE BREASTFEEDING PEER COUNSELOR PROGRAM

BREASTFEEDING PEER COUNSELOR PROGRAM FISCAL YEAR 2009-2010



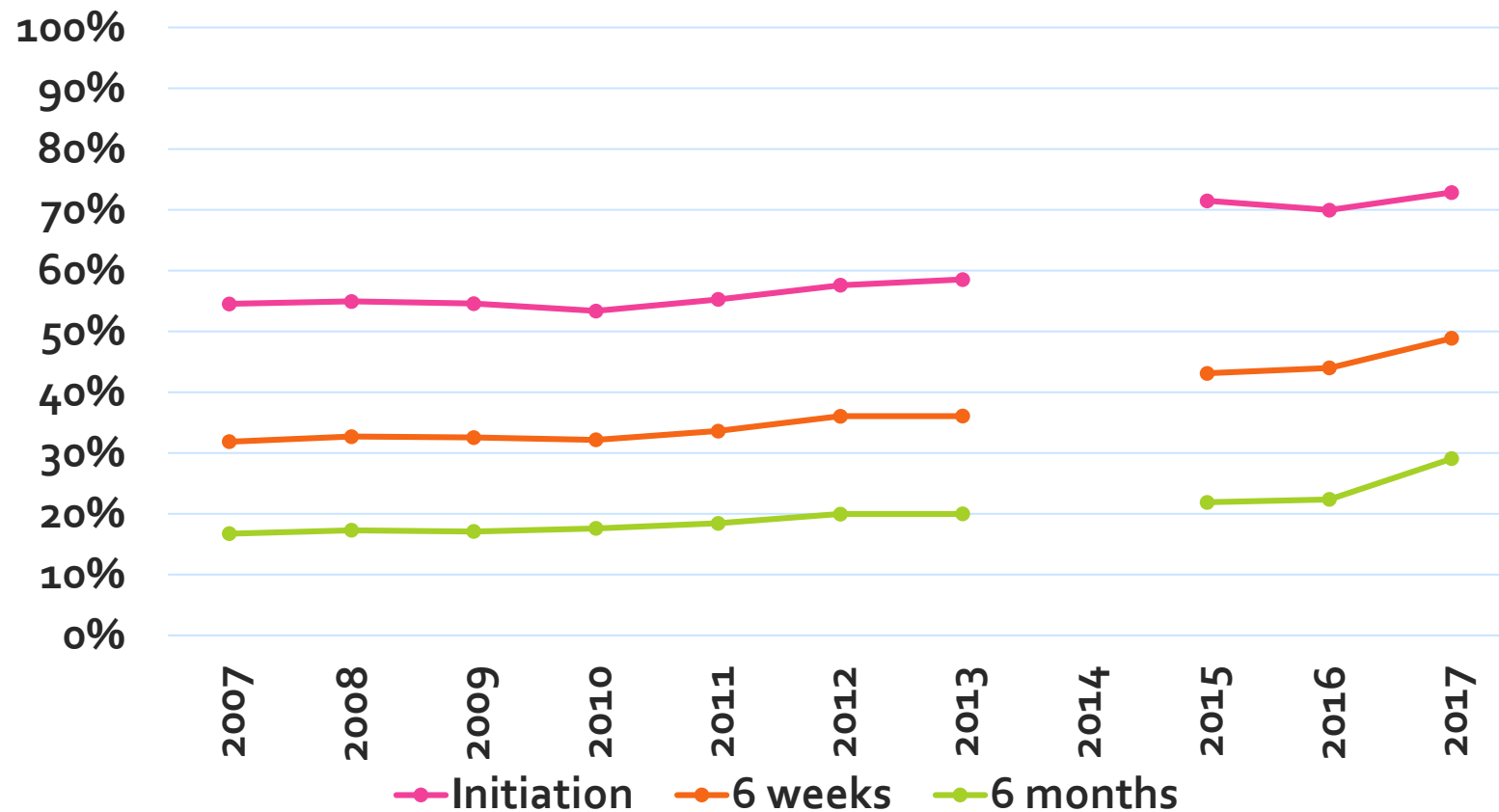
BREASTFEEDING PEER COUNSELOR PROGRAM FISCAL YEAR 2018-2019



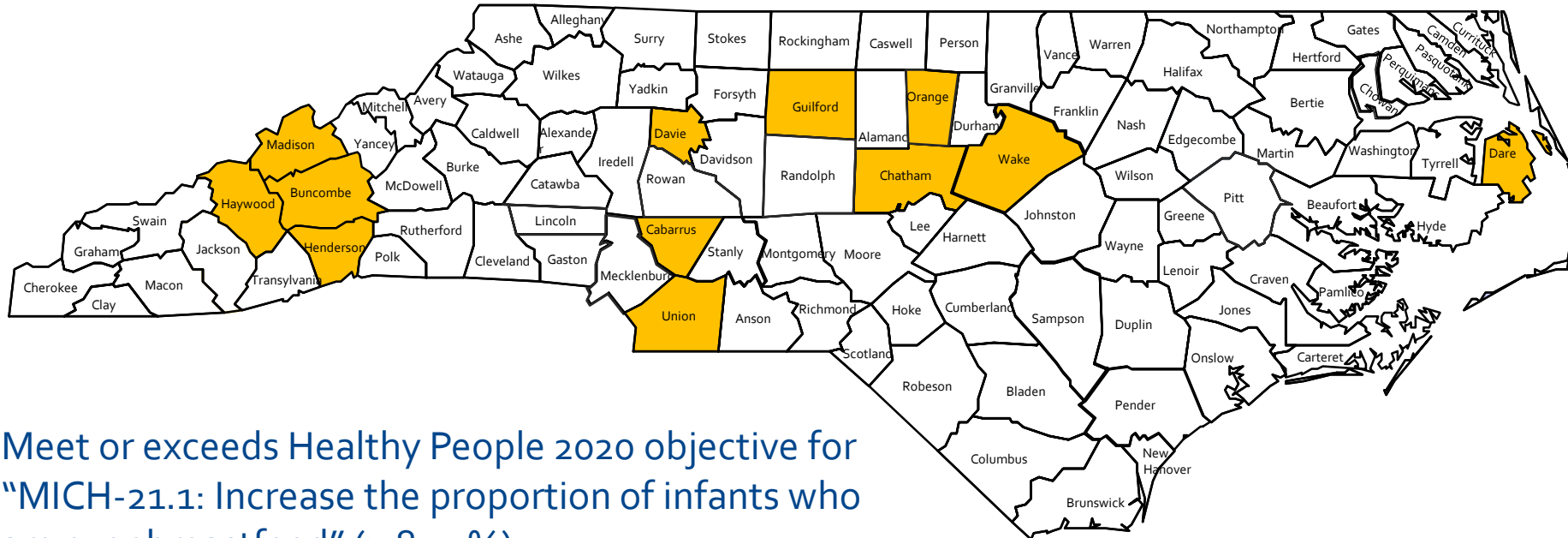
WIC BREASTFEEDING DATA



NORTH CAROLINA WIC BREASTFEEDING TRENDS



HEALTHY PEOPLE 2020 OBJECTIVE: MICH-21.1: INCREASE THE PROPORTION OF INFANTS WHO ARE EVER BREASTFED

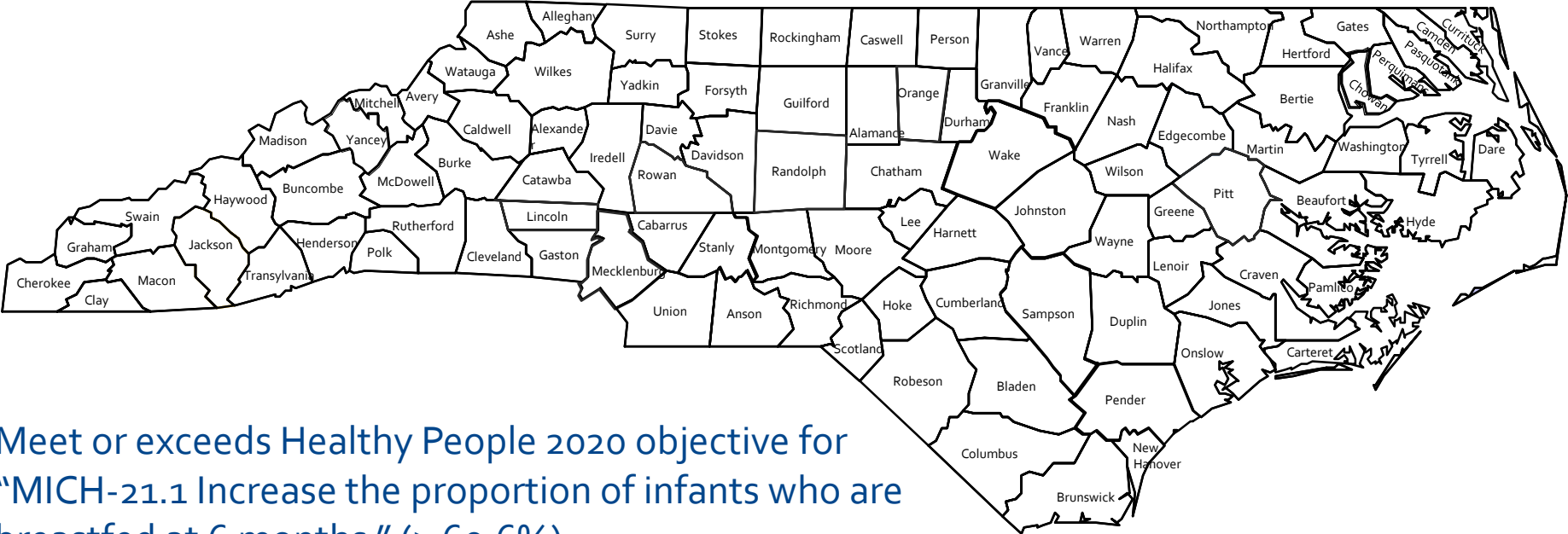


Meet or exceeds Healthy People 2020 objective for
“MICH-21.1: Increase the proportion of infants who
are ever breastfed” ($\geq 81.9\%$)



Does not meet Healthy People 2020 objective for
“MICH-21.1: Increase the proportion of infants who
are ever breastfed”

HEALTHY PEOPLE 2020 OBJECTIVE MICH-21.1 INCREASE THE PROPORTION OF INFANTS WHO ARE BREASTFED AT 6 MONTHS

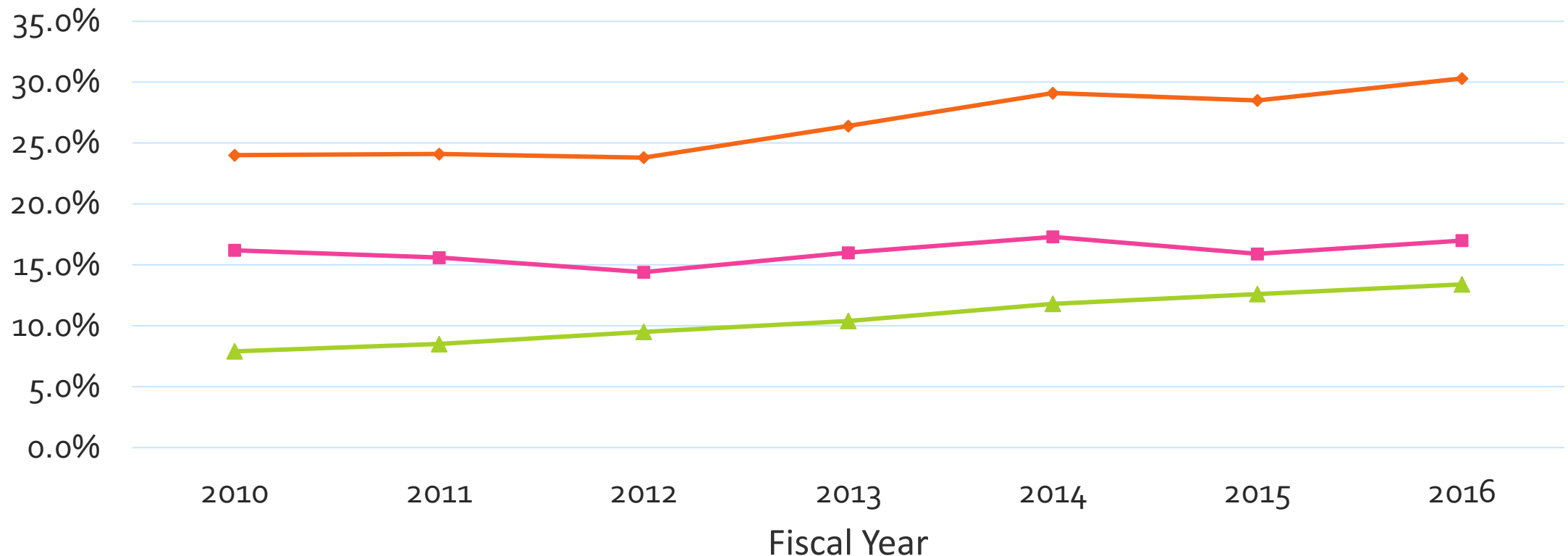


Meet or exceeds Healthy People 2020 objective for "MICH-21.1 Increase the proportion of infants who are breastfed at 6 months " ($\geq 60.6\%$)



Does not meet Healthy People 2020 objective for "MICH-21.1 Increase the proportion of infants who are breastfed at 6 months " ($<60.6\%$)

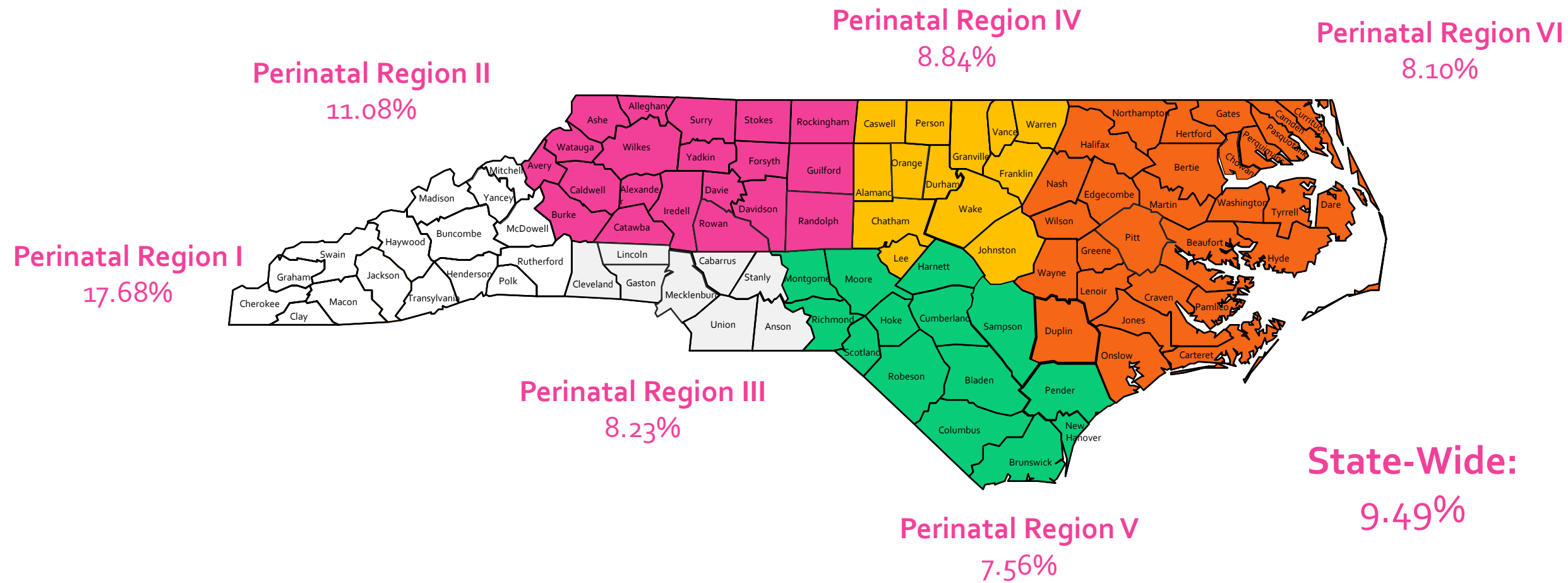
WIC BREASTFEEDING DATA LOCAL AGENCY REPORT: NORTH CAROLINA



- ▲ Percentage of Infants Receiving the Fully Breastfeeding Food Package
- Percentage of Infants Receiving the Partially Breastfeeding Food Package
- ◆ Total Percentage of Infants Receiving Any Breastfeeding Food Package

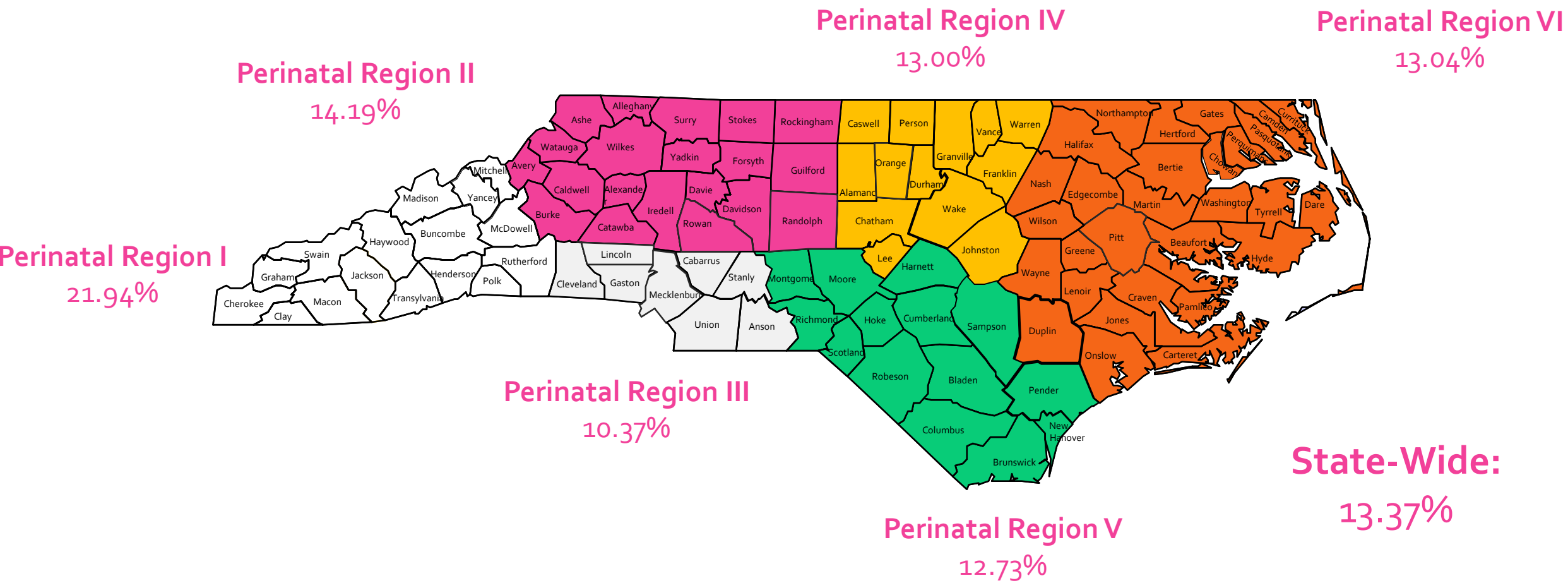
INFANTS RECEIVING FULLY BREASTFEEDING FOOD PACKAGE

FFY 2012



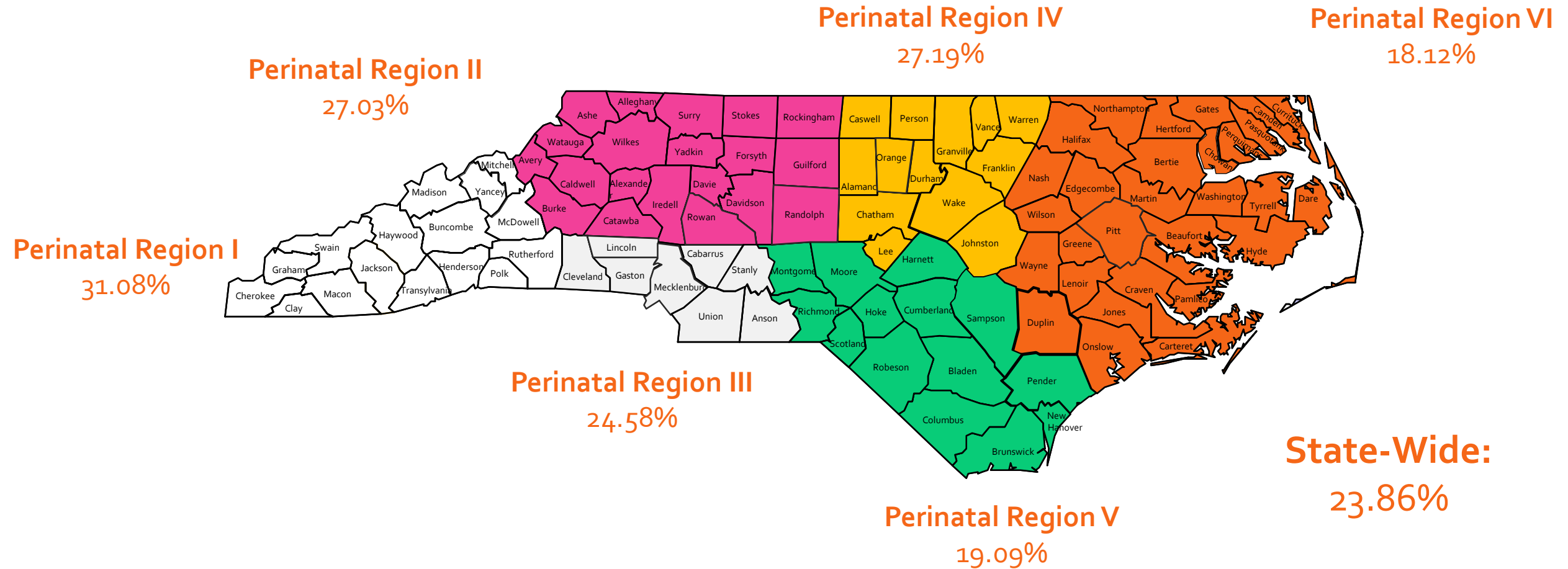
"FY 2012 WIC Breastfeeding Data Local Agency Report". United States Department of Agriculture, Food and Nutrition Service. 2013 October. <https://fnsp-prod.azureedge.net/sites/default/files/WIC%20BFDLA%20Report%20of%20FY%202012.pdf> . Accessed on 06 August 2018.

INFANTS RECEIVING FULLY BREASTFEEDING FOOD PACKAGE FFY 2016



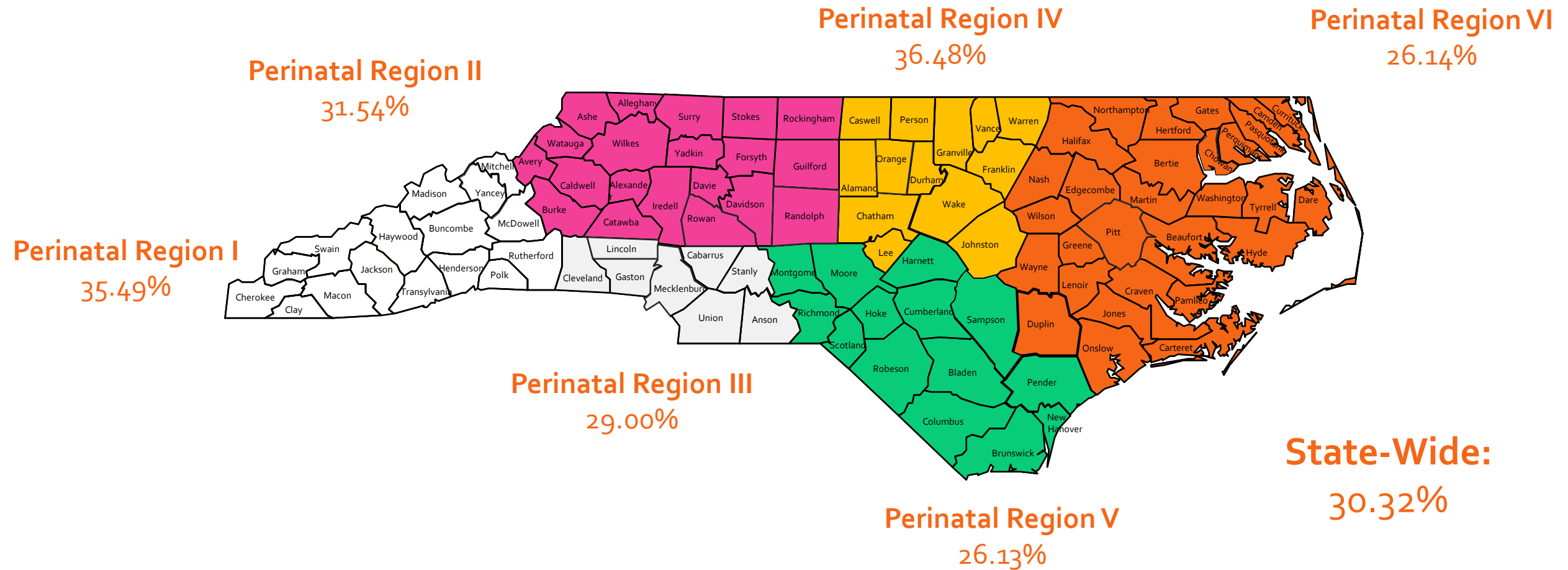
"FY 2016 WIC Breastfeeding Data Local Agency Report." United States Department of Agriculture, Food and Nutrition Service. August 2017. <https://fns-prod.azureedge.net/sites/default/files/wic/FY2016-BFDLA-Report.pdf>. Accessed on 06 August 2018.

INFANTS RECEIVING ANY BREASTFEEDING FOOD PACKAGE FFY 2012



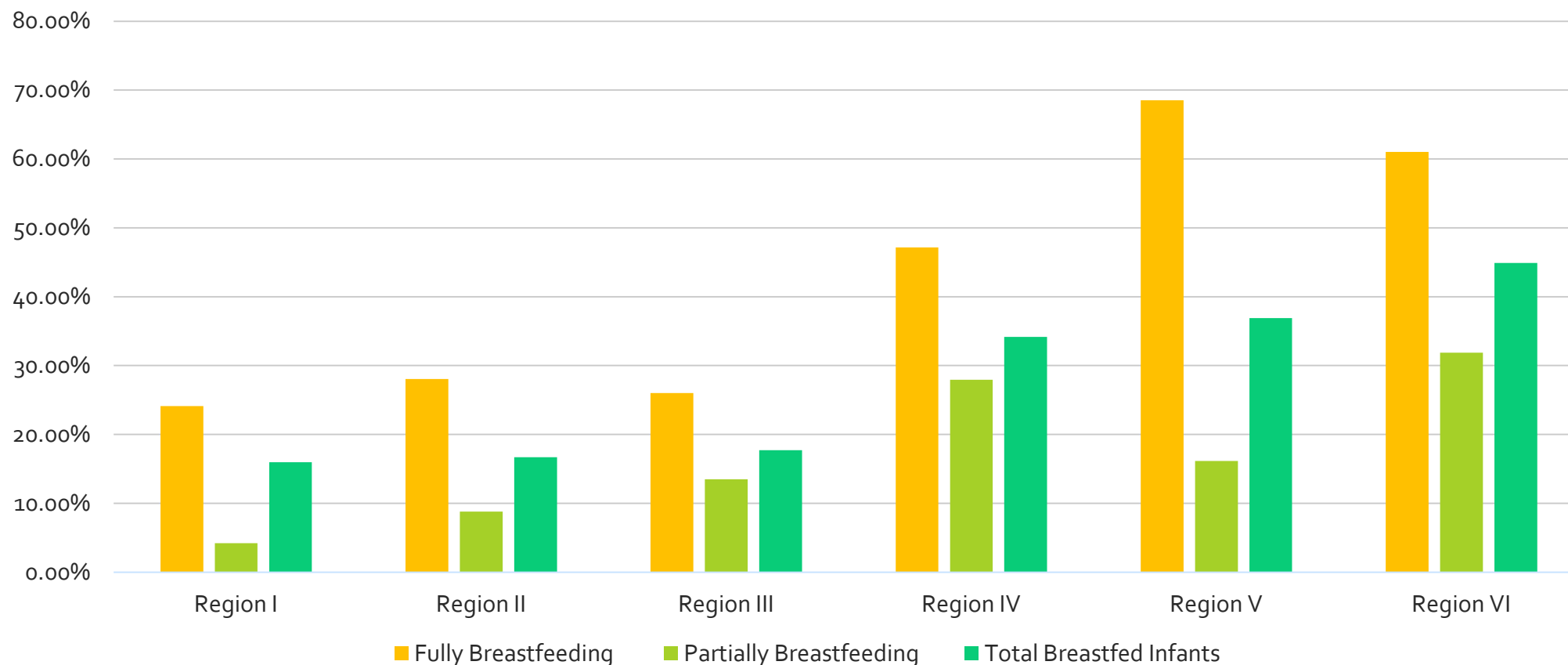
"FY 2012 WIC Breastfeeding Data Local Agency Report". United States Department of Agriculture, Food and Nutrition Service. 2013 October. <https://fns-prod.azureedge.net/sites/default/files/WIC%20BFDLA%20Report%20FY%202012.pdf> . Accessed on 06 August 2018.

INFANTS RECEIVING ANY BREASTFEEDING FOOD PACKAGE FFY 2016



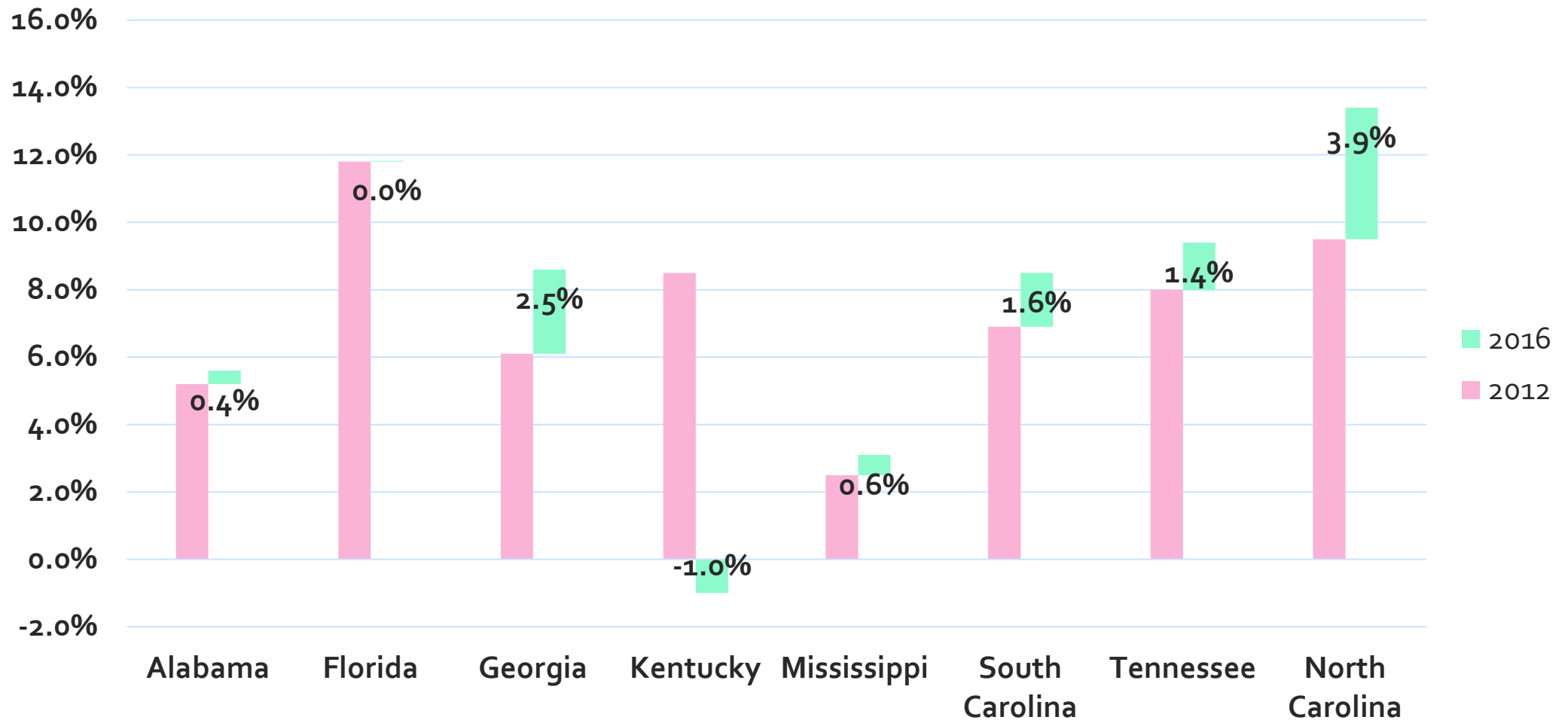
"FY 2016 WIC Breastfeeding Data Local Agency Report." United States Department of Agriculture, Food and Nutrition Service. August 2017. <https://fns-prod.azureedge.net/sites/default/files/wic/FY2016-BFDLA-Report.pdf>. Accessed on 06 August 2018.

WIC BREASTFEEDING DATA LOCAL AGENCY REPORT: PERCENT CHANGE 2012-2016

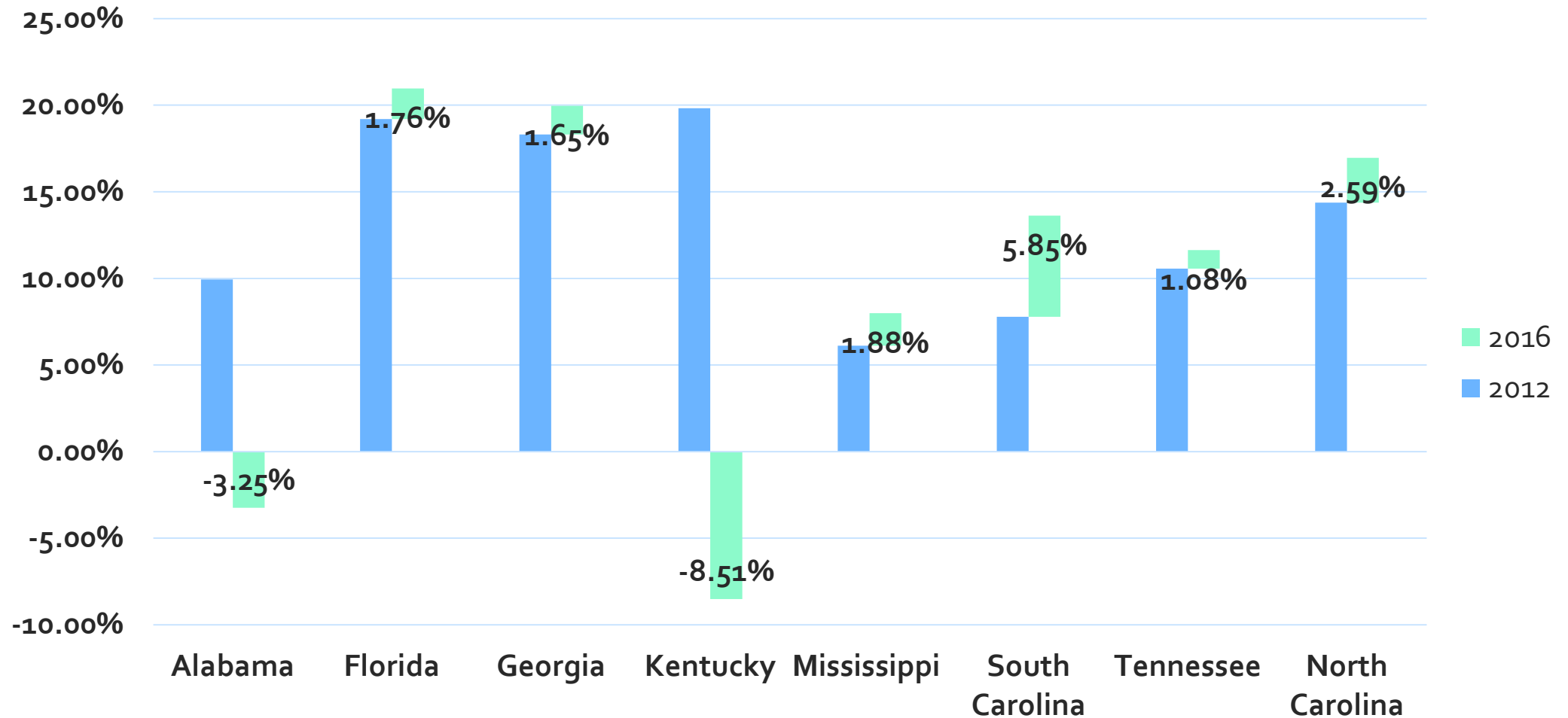


State-Wide:
Fully BF: 41.00%
Partially BF: 17.99%
Any BF: 27.14%

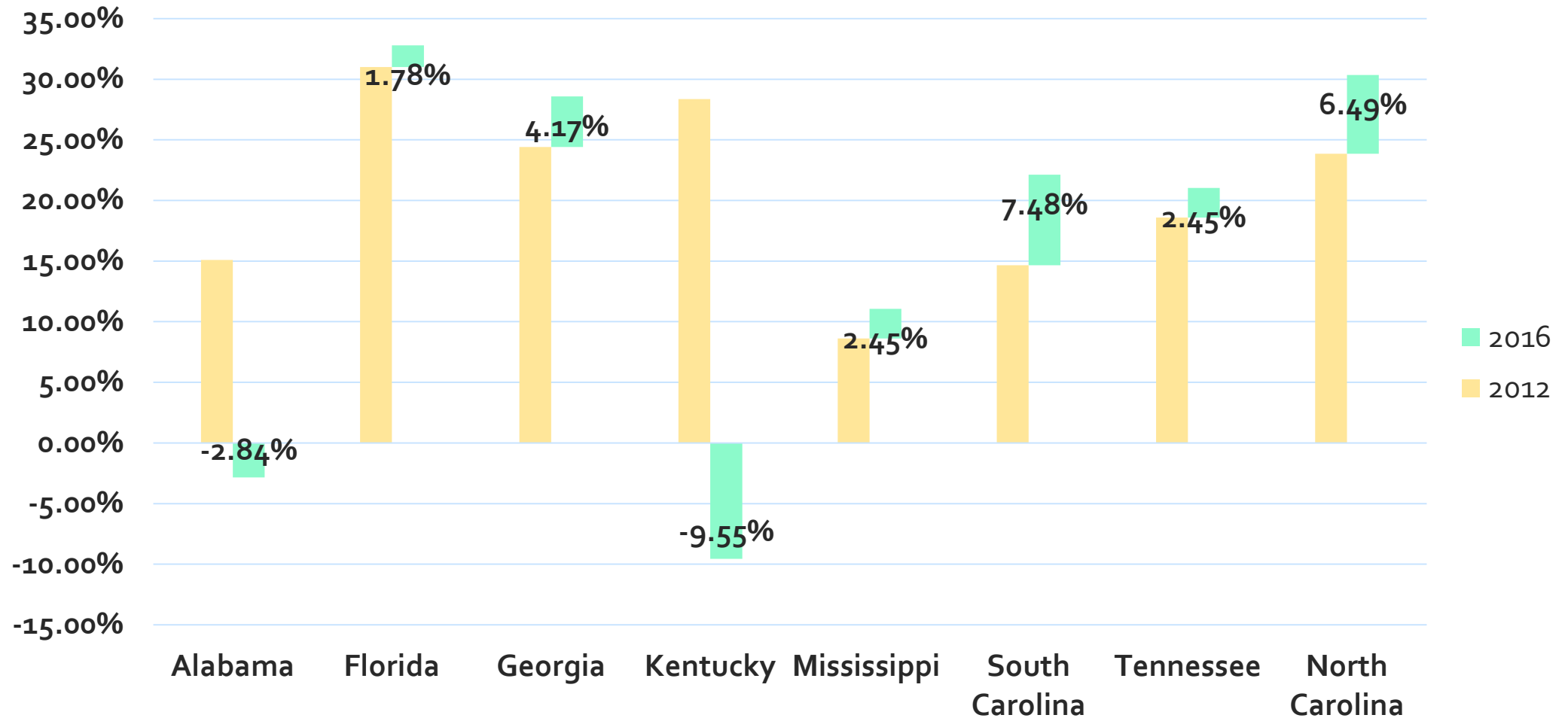
WIC BREASTFEEDING DATA LOCAL AGENCY REPORT: FULLY BREASTFEEDING PACKAGE PERCENT VALUE COMPARISON



WIC BREASTFEEDING DATA LOCAL AGENCY REPORT: PARTIALLY BREASTFEEDING PACKAGE PERCENT VALUE COMPARISON



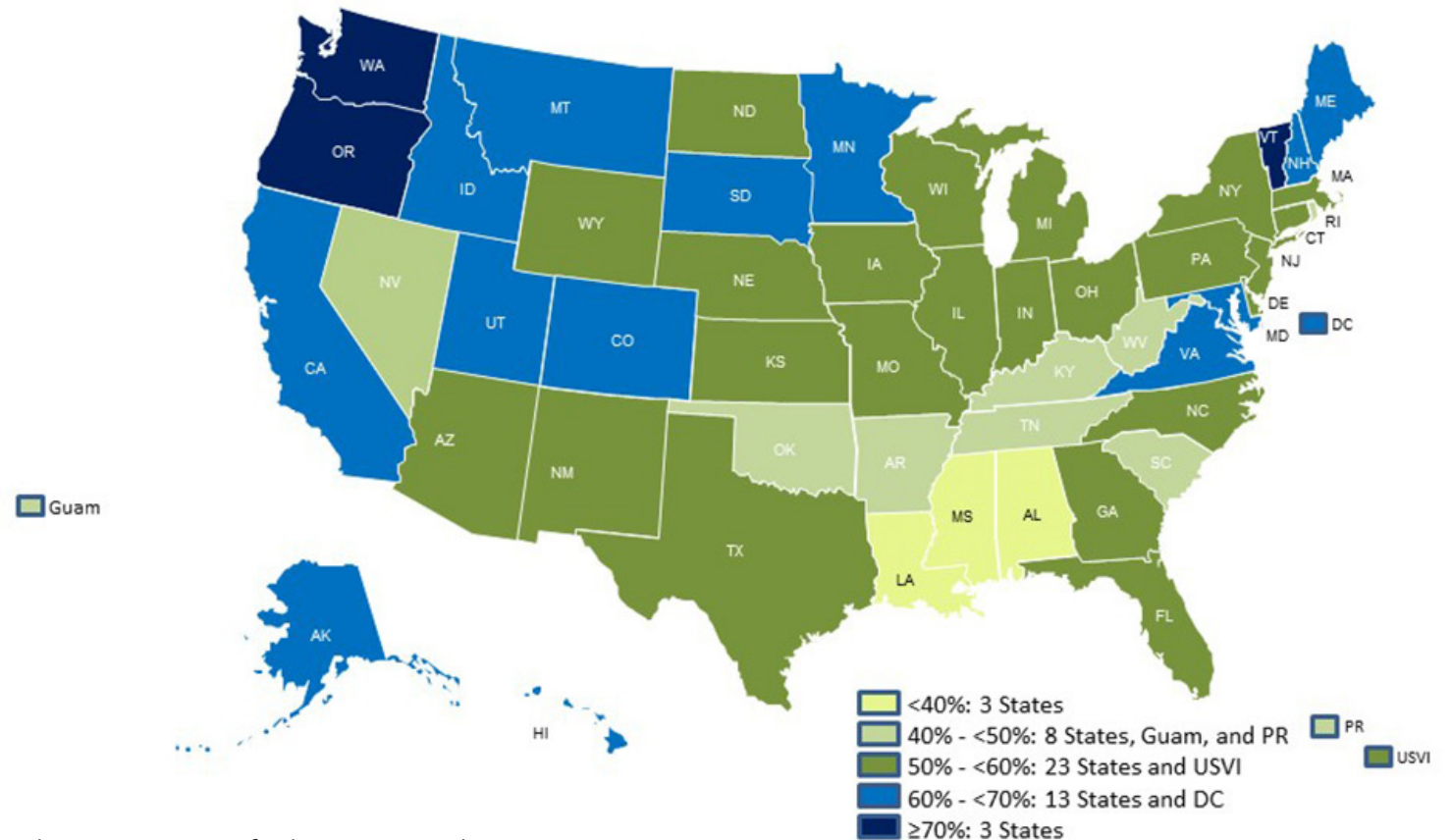
WIC BREASTFEEDING DATA LOCAL AGENCY REPORT: TOTAL BREASTFEEDING PACKAGE PERCENT VALUE COMPARISON



2018 BREASTFEEDING REPORT CARD



Percentage of Infants Breastfed at 6 months

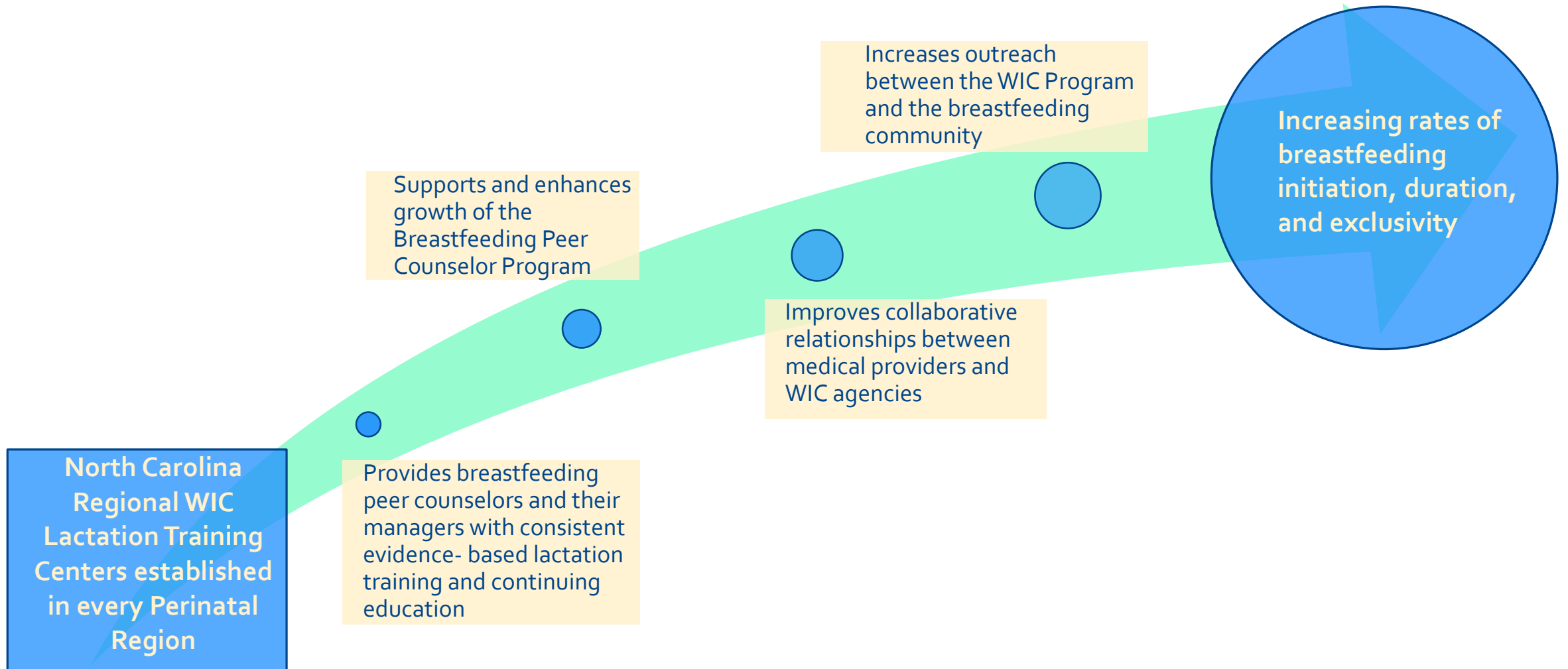


HEALTHY PEOPLE 2020 OBJECTIVES

Objective		Target	National Rates	North Carolina
Maternal Infant and Child Health (MICH)-21: Increase the proportion of infant who are breastfed.				
MICH-21.1	Ever	81.9 %	83.5 %	84.9 % ✓
MICH-21.2	At 6 months	60.6 %	57.6 %	58.8%
MICH-21.3	At 1 year	34.1 %	35.9 %	33.2 %
MICH- 21.4	Exclusively through 3 months	46.2 %	46.9 %	48.1 % ✓
MICH- 21.5	Exclusively through 6 months	25.5 %	24.9 %	27.0% ✓
MICH-23: Reduce the proportion of breastfed newborns who receive supplementation within the first 2 days of life.		14.2 %	17.2 %	15.6 %
MICH-24: Increase the proportion of live births that occur in facilities that provide recommended care for lactating mother and their babies		8.1 %	26.1 %	37.6 % ✓

✓ =Met or exceeded Healthy People 2020 Objective and National Average

SUMMARY





QUESTIONS

Special Thanks to: Ashley Pugh

CONTACT US

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- **Norma Escobar, IBCLC**
Breastfeeding Coordinator and Breastfeeding Peer Counselor Program Manager
Perinatal Region V, Regional Breastfeeding Coordinator
New Hanover Health Department
Nescobar@nhcgov.com
- **Hannah Edens, MPH, RD, LDN, IBCLC, RLC**
Perinatal Region VI, Regional Breastfeeding Coordinator
Eastern AHEC
Edensh@ecu.edu

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Mail:

U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410;

- fax: (202) 690-7442; or
- email: program.intake@usda.gov.

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CITATIONS

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- Tara Owens Shuler, personal communication, August 15, 2018. 08 August 2018.
- “Agreement Addenda Data”. WIC: Local Agency Resources: WIC Agreement Addendum. <https://www.nutritionnc.com/wic/wicLAR.htm>. Accessed on 13 August 2018
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- “FY 2012 WIC Breastfeeding Data Local Agency Report”. United States Department of Agriculture, Food and Nutrition Service. 2013 October. <https://fns-prod.azureedge.net/sites/default/files/WIC%20BFDLA%20Report%20FY%202012.pdf> . Accessed on 06 August 2018.

CITATIONS

- “FY 2013 WIC Breastfeeding Data Local Agency Report.” United States Department of Agriculture, Food and Nutrition Service. October 2014. <https://fns-prod.azureedge.net/sites/default/files/wic/FY-2013-Breastfeeding-Data-Local-Agency-Report.pdf>. Accessed on 06 August 2018.
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- “FY 2016 WIC Breastfeeding Data Local Agency Report.” United States Department of Agriculture, Food and Nutrition Service. August 2017. <https://fns-prod.azureedge.net/sites/default/files/wic/FY2016-BFDLA-Report.pdf>. Accessed on 06 August 2018.
- “Breastfeeding Report Card—United States, 2018”. Center for Disease Control and Prevention. Breastfeeding Report Card. August 2018. <https://www.cdc.gov/breastfeeding/pdf/2018breastfeedingreportcard.pdf>. Accessed on 23 August 2018.
- Catherine Sullivan. Personal Conversation. June 29, 2018.