

# SUPPORTING BREASTFEEDING

## Fighting Childhood Obesity

Kiran Saluja MPH, RD



Celebrating WIC:  
40 Years of Strengthening Families Through Advocacy





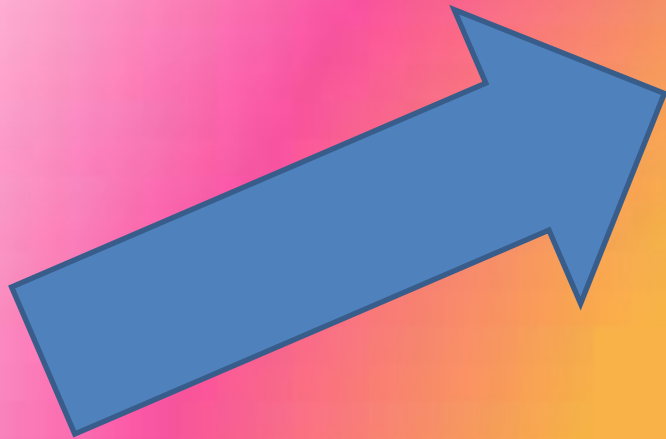
**WIC serves 9 million participants**

**90 State Agencies**

**1900 Local Agencies**

**10,000 clinic sites**

WIC's come a long way...40 years later



- 1989: First set aside for BF: \$8 mill
- 1992: Special Food package for bf women
- 1994: \$21 for every Pg and BF woman for BF
- 1997: Loving Support Launched
- 1998: \$24.80 for every Pg and BF woman
- 2004: \$20 million for Peer Counseling
- 2009: Food Packages changes to incentivize exclusive breastfeeding
- 2014: \$60 million for Peer Counseling

# THE NEW WIC WORLD...



# **The WIC Program has stepped up to become the face of breastfeeding support in the community**

- **Active in coalitions/task forces**
- **Funds for peer counseling**
- **Terrific staff training curriculum**
- **NWA BF summit/strategic plan**



**ONLY PROGRAM WITH \$\$\$\$\$\$ to promote and support breastfeeding!!**

# ....and we collect tons of data!

- WIC data: Proof that WIC works
- WIC can successfully promote breastfeeding
- Breastfeeding significantly reduces rates of childhood obesity





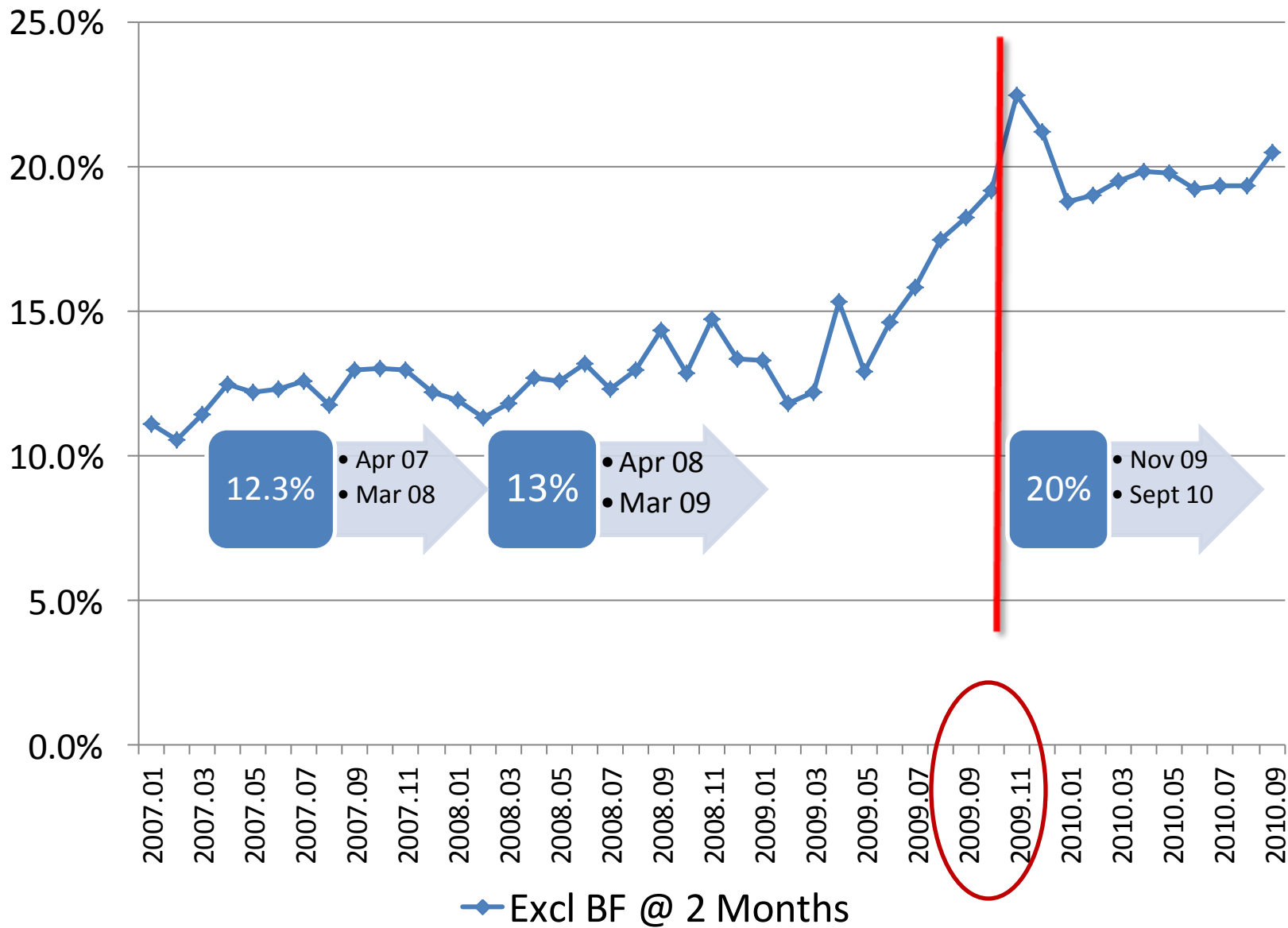
# **Breastfeeding and Obesity**

- **PHFE WIC serves over 300,000 participants/month**
- **~5000 births/month**

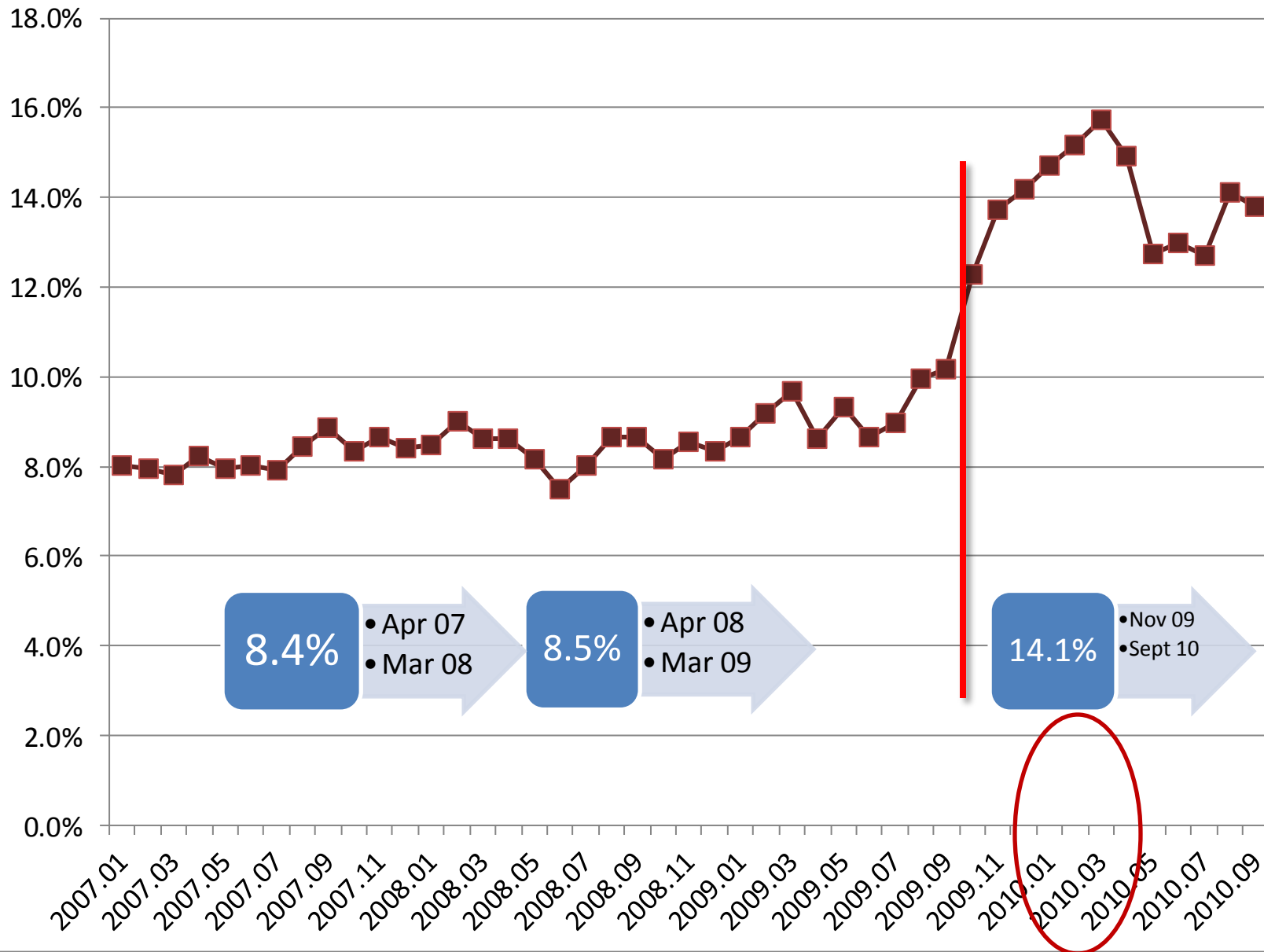


- **60 sites in LA, Orange and San Bernardino Counties**
- **84% Hispanic, 6% Asian, 5% African-American, 4% White**

# Fully Breastfeeding at 2 Months

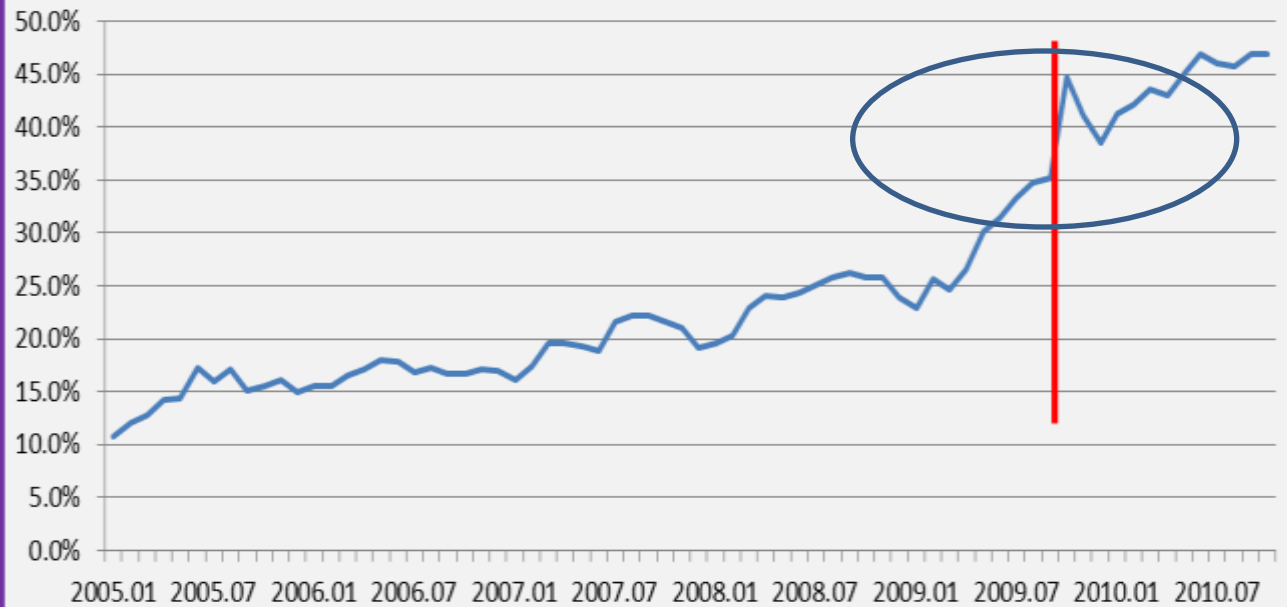


# Fully Breastfeeding at 6 Months



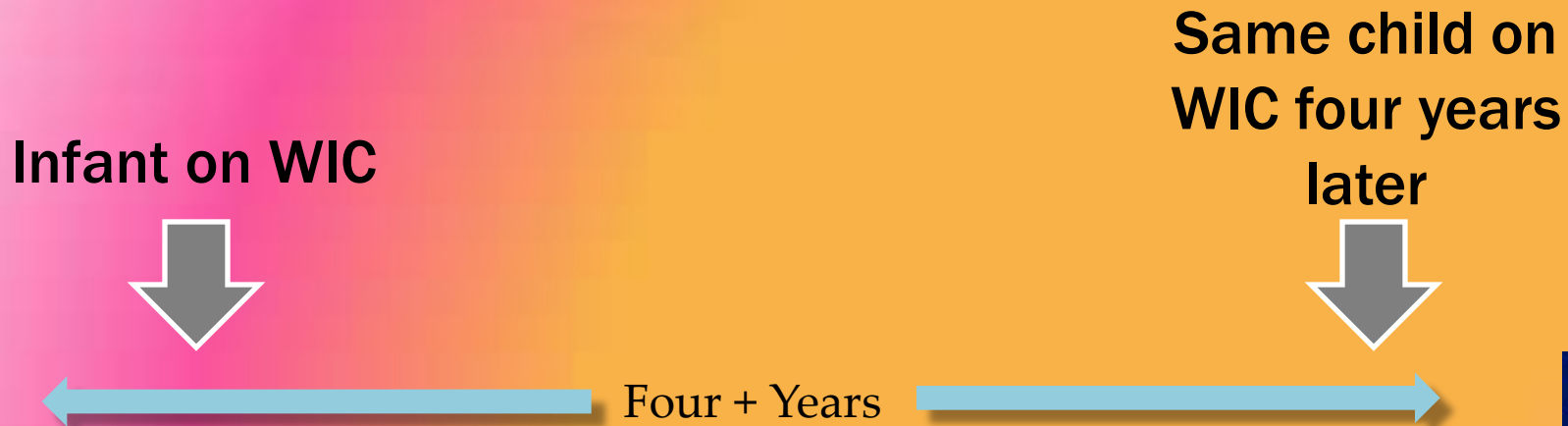


### 5 Year View of Exclusive BF at Enrollment



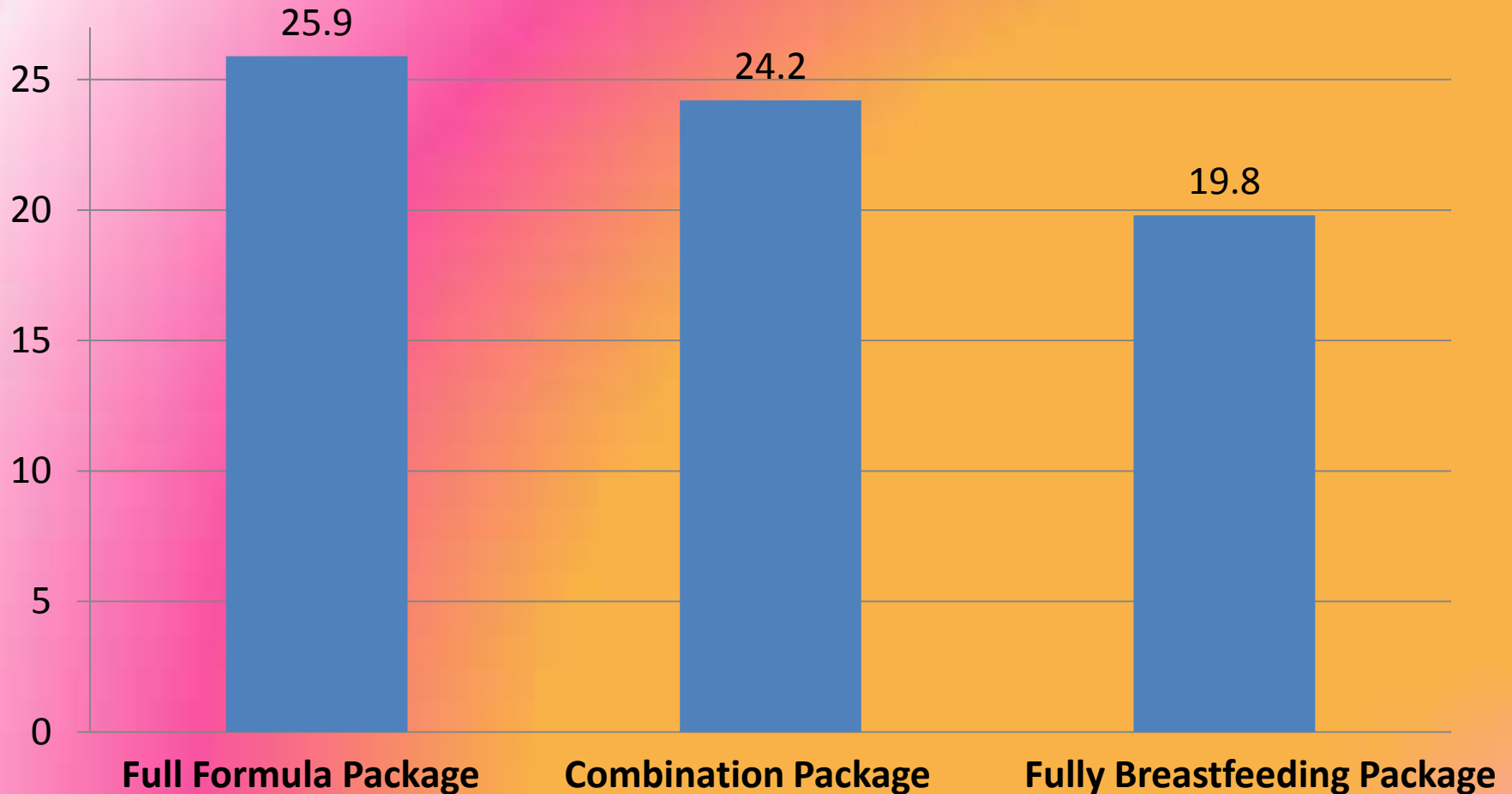
# Breastfeeding reduces childhood obesity

- What WIC data do we have to support this?
  - 80,000+ infants on WIC from birth to 4+ years old
  - They have the same Individual ID for four + years



# Initiation of Full breastfeeding = 23.6% reduction in obesity at age 4

Obesity Rate at Age 4



\*Package issuance at infant enrollment into WIC

# Longer breastfeeding duration = lower obesity rates at age 4

- For every additional month of ANY breastfeeding:
  - 2% reduction in obesity at age 4.
- For every additional month of FULLY breastfeeding:
  - 4% reduction in obesity at age 4.



# Breastfeeding, SSBs and Obesity: How are they related?

**Study Goal:**



To examine the separate and combined effects of breastfeeding in the first year of life and SSB intake at ages 2-4 on the prevalence of obesity in early childhood.





**SSB intake affected obesity prevalence only in children who were breastfed less than 12 months.**

Davis, Whaley & Goran (2012). Effects of breastfeeding and low SSB intake on Hispanic toddlers. *Am J Clin Nut*, 95, 3-8.  
Funded by First 5 LA.

# One out of two babies in the US is a WIC baby





**The Burden of Suboptimal  
Breastfeeding in the United States:  
A Pediatric Cost Analysis**  
**Melissa Bartick, MD, MSc, Arnold  
Reinhold, MBA**

PEDIATRICS (doi:10.1542/peds.2009-1616)

**If 90% of US families could comply with medical  
recommendations to breastfeed exclusively for 6  
months, the United States would save**

**\$13 billion per year**

**and prevent an excess**

**911 deaths,**

**nearly all of which would be in infants (\$10.5 billion and  
741 deaths at 80% compliance).**

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# Study Finds Modest Declines in Obesity Rates Among Young Children From Poor Families

By SABRINA TAVERNISE

Published: December 25, 2012

A new national study has found modest declines in obesity among 2- to 4-year-olds from poor families, a dip that researchers say may indicate that the obesity epidemic has passed its peak among this group.

The study, by researchers from the [Centers for Disease Control and Prevention](#), drew on the height and weight measurements of 27 million children who were part of the federal Women, Infants and Children program, which provides food subsidies to low-income mothers and their children up to the age of 5.

The study was based on data from 30 states and the District of Columbia and covered the years from 1998 to 2010. The share of

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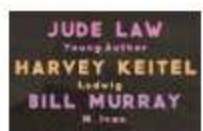
# Obesity Rate for Young Children Plummets 43% in a Decade

By **SABRINA TAVERNISE** FEB. 25, 2014

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Federal health authorities on Tuesday reported a stunning 43 percent drop in the obesity rate among 2- to 5-year-old children over the past decade, the first broad decline in an epidemic that often leads to lifelong struggles with weight and higher risks for cancer, heart disease and stroke.

The drop emerged from a major







# WIC Breastfeeding Efforts Scaling New Heights

