

# FNS WIC Research Update

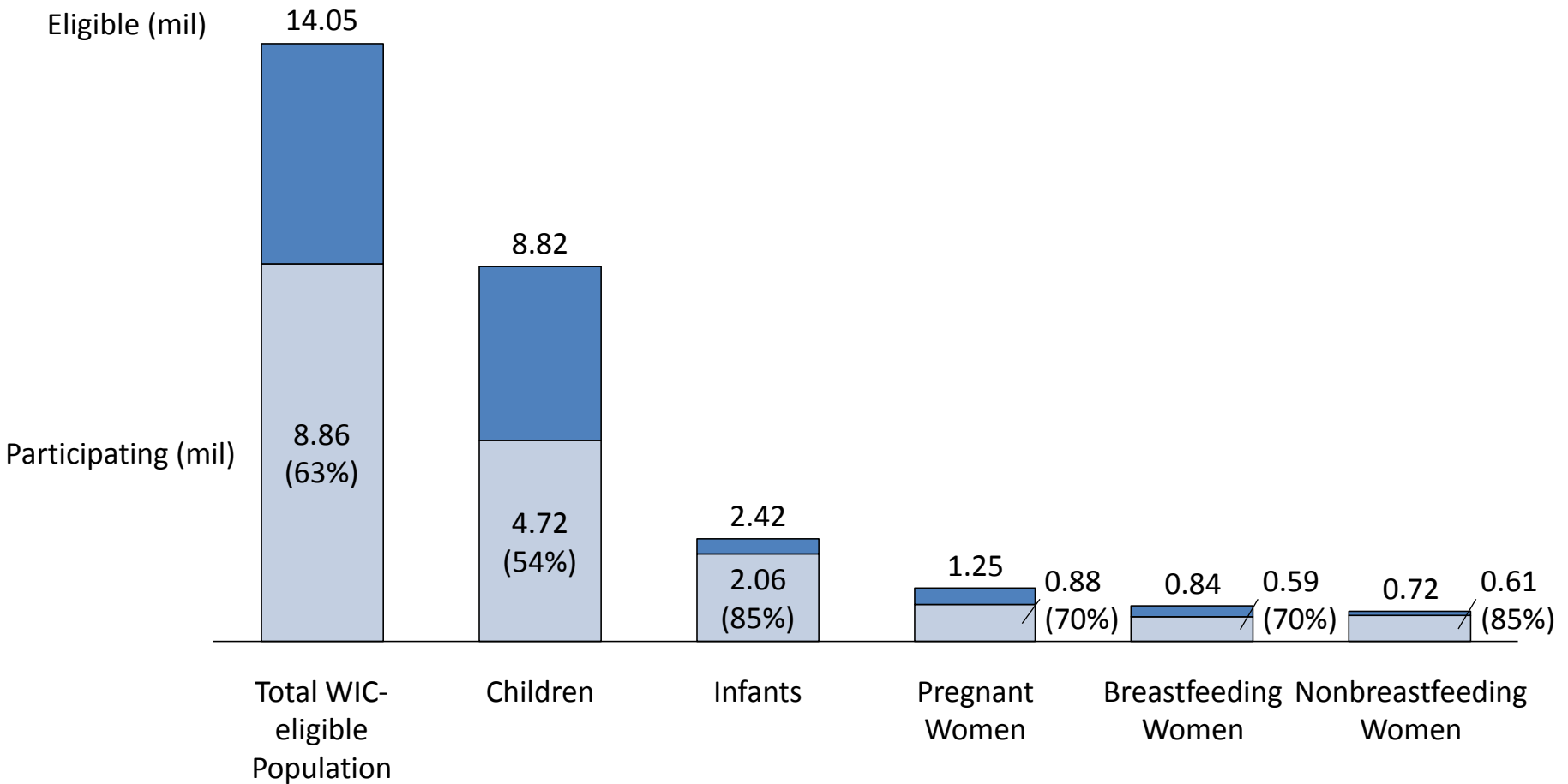
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# USDA supports evidence-based decision-making.

- FNS conducts sound and rigorous research studies that help inform evidence-based policy decisions.
  - Program access
  - Nutrition and health impacts
  - Program integrity
  - Program management and cost

# Research helps inform our understanding of WIC participants.

*How well are we reaching the target groups?*



# Research helps us track important program policies.

## *WIC Breastfeeding Policy Inventory*

- Staffing and Training
- Clinic Environment
- Outreach Activities
- Breastfeeding Aids
- Food Package Issuance
- Prenatal Participant Contact
- Postpartum Participant Contact
- Participant Breastfeeding Education
- Peer Counseling
- Breastfeeding Referrals and Coordination
- Breastfeeding Measures



# WIC Agencies are working to make breastfeeding the norm.

	Direct-Service State Agencies	Local Agencies	Participants
<b><u>Clinic Staff Interactions with WIC Participants</u></b>		<b><u>Percent</u></b>	
Assume all postpartum participants initiated breastfeeding	50	64	69
<b>Treat exclusive breastfeeding as the norm</b>	<b>85</b>	<b>90</b>	<b>93</b>
Respect each mother's infant feeding decision	98	100	100
<b>Encourage participants to breastfeed anywhere in the clinic</b>	<b>95</b>	<b>98</b>	<b>99</b>
Use breastfeeding-friendly language	98	100	100
Offer breastfeeding support to participants on a walk-in basis	95	96	96
<b>Promote breastfeeding for as long as possible or as preferred by both the participant and her infant</b>	<b>100</b>	<b>100</b>	<b>100</b>

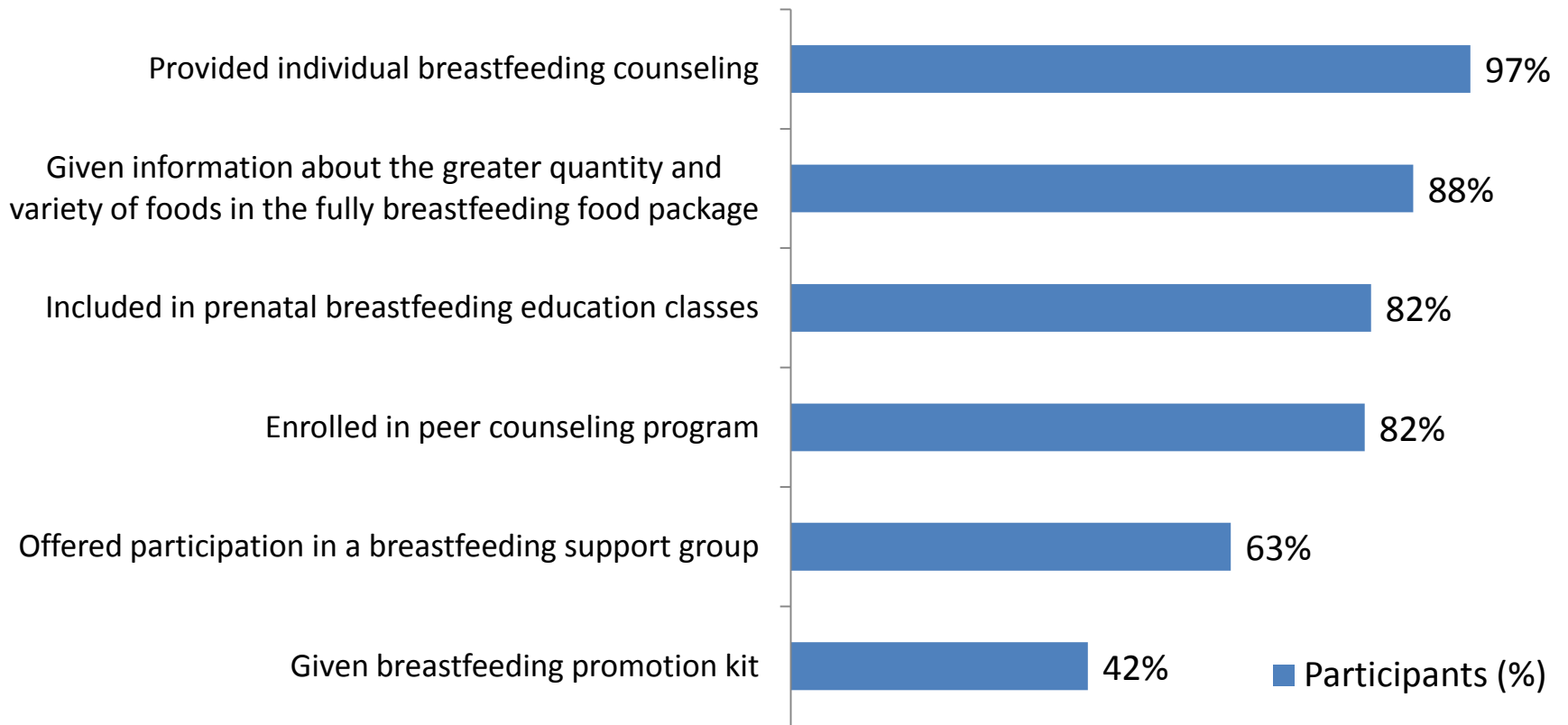
# State and Local Agencies have *full-time* staff leading breastfeeding efforts.

	State Agencies	Local Agencies
	<u>Mean</u>	
Breastfeeding Coordinator	1.0	1.3
Peer Counseling Program Coordinator	0.8	0.7
Peer Counselor Staff	6.1	3.3

# State and Local Agencies provide extensive breastfeeding promotion training.

	State Agencies	Local Agencies
<b>New-Hire Breastfeeding Promotion Training</b>		<b><u>Percent</u></b>
Clerical or support staff	66	74
Competent Professional Authorities	86	82
Peer counselors	97	98
WIC designated breastfeeding experts	55	68
Breastfeeding coordinators	92	89
Nutritionists	89	88
All of the above applicable staff except WIC designated breastfeeding experts	74	58

# The prenatal visit is a key occasion for breastfeeding promotion.





# Ongoing Study Updates

- WIC Breastfeeding Peer Counseling
  - Report will be released soon.
- WIC Nutrition Education Evaluation
  - Phase 2 of data collection: Summer 2015
  - Interim Report: Spring 2016
  - Final Report: Summer 2017

# Acknowledgments

- State and Local Agencies
- WIC Site Staff
- WIC National and Regional Offices
- Special Nutrition Research and Analysis Division, FNS  
Office of Policy Support

For more information, please visit:

<http://www.fns.usda.gov/ops/research-and-analysis>