



Non-traditional Partnerships

Marion Co. WIC and Indiana Women's Prison





Nationwide There Are 8 Prison Pregnancy Programs

**Illinois
Indiana
Nebraska
New York
Ohio
South Dakota
Washington
West Virginia**

Marion County WIC and The Indiana Women's Prison Wee One's Nursery Program (WON) have partnered to provide a network of support and resources for WON participants while they are confined to prison as well as after they are released.



Eligibility Requirements



- ❖ Offender must be pregnant
- ❖ Read at 8th Grade level
- ❖ Never have been convicted of violent crime
- ❖ Have 18-30 months or less to serve from the time of birth of her baby until discharge.
- ❖ Passed screening based on mental and medical health.



Services provided

Marion County WIC is the only WIC program that has started comprehensive services since 2014.

This includes:

- ❖ Breastfeeding peer counseling support and encouragement
- ❖ Benefit issuance to infants and children
- ❖ Nutrition education
- ❖ Referrals to services upon reentry into society

Participant centered approach.

With the increase of shared information and lactation support, acceptance of breast feeding and expressed milk with WIC provided pumps, increased too. For many women who had gone through multiple barriers like substance abuse recovery, separation from family, spouse and/or children, abuse and other trauma, this was a positive diversion.

WIC provides the same level of support to all mothers and babies in different settings .

Joint Venture = Positive Results



RECIPROCITY

LEARNING GOES BOTH WAYS

- ❖ Marion Co. WIC has influenced perception of Breastfeeding (discuss)
- ❖ We as well, have been influenced by their environment (discuss)





Lactation Support Closure

- ❖ Within 18 months of active support we have seen increase in breastfeeding.
- ❖ So far 45 mothers have benefitted from the consistent presence of WIC peer counselors
- ❖ Beyond the walls, there is a continuum of care i.e. clinic support, non-traditional outreach and ongoing follow-up.
- ❖ **Number of offenders in program**
either exclusively breastfeeding or
partially breastfeeding

Breastfeeding Duration	Number of Babies
<1 WEEK	6
1 MONTH	6
3 MONTHS	4
6 MONTHS	2
9 MONTHS	1
NICU/PUMPING	5
WORK/PUMPING	8



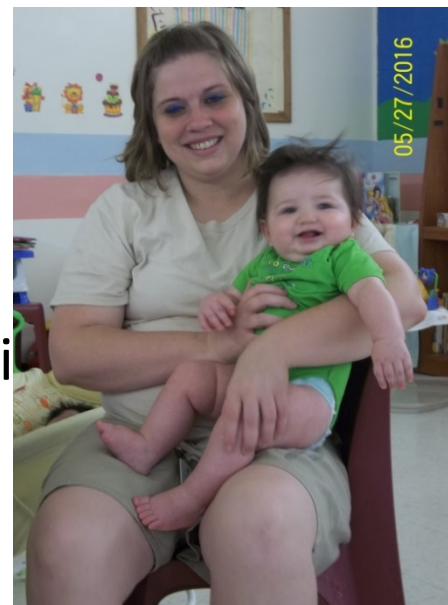
Testimonials

❖ Krystal, a nanny

"This program(WIC) has made me want to be a better mother. It helps me to be able to help other new mothers, like a mentor.

I'm not strung out on dope here and it helps me to realize what I need to change about myself. I had WIC when I was out on

the streets and it kept my kids from bei



Testimonials

❖ Samantha, Mother to baby Jayce, 10-months-old

"Having WIC breastfeeding support meant the world to me. Without them and all of the education and encouragement they gave me, I would not be Exclusively breastfeeding my son Jayce for 6 months and still going! Thank you guys so much".

Update as of January 2017: Mom was released and continued



Testimonials

❖ Katherine, Mother of Jackson, 6-months-old

"The support from WIC Breastfeeding ladies meant so much to me. I had never breastfed before and this is my 3rd child. The bond was amazing and still is. Not only being able to give my child what he needed but the connection and bond between me and him is amazing. Being in here also doing breastfeeding So you guys coming in here was helpful and supportive."



Contact information

- Sarah DeFelice, RDN – Marion County WIC Administrator

Sdefelice@marionhealth.org

Imagine if...





St. John Hospital • Main Entrance









Two Birds, One Stone: Working with Hospitals to Increase WIC Caseload & Improve Breastfeeding Outcomes

Michigan Department of Health and Human Services WIC Division



Alignment with Breastfeeding Initiative









THREE KEY GOALS



**Prepare mothers by providing
consistent messaging**



“Initial skin-to-skin will help establish milk supply.”



“Rooming-in will help you bond with your baby.”



**Deliver evidence-based care
in hospitals**





**Increase utilization of
community support services**



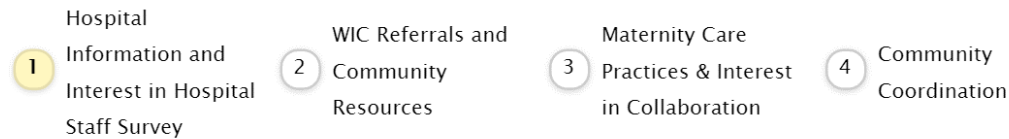






Hospital Leadership Survey (WIC OA)

Michigan WIC engaged MIBFN and Coffective to strengthen WIC's ongoing work to expand and align current efforts in Michigan to improve maternity care practices, strengthen care coordination, and implement consistent breastfeeding educational training and tools. Through this survey we will gauge your organization's interest in engaging in broader Collective Impact initiatives with your statewide, strategic partners.



Hospital Information and Interest in Hospital Staff Survey

Your name

First

Last

Hospital Name

Zip Code where hospital is located

County where hospital is located

Your job title

Your email address

The best phone number to reach you

 - -

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Current hospital practices

A stylized, dark gray icon of a hospital building with a flag on top, centered within a dark teal circle. The building has multiple windows and a central tower.



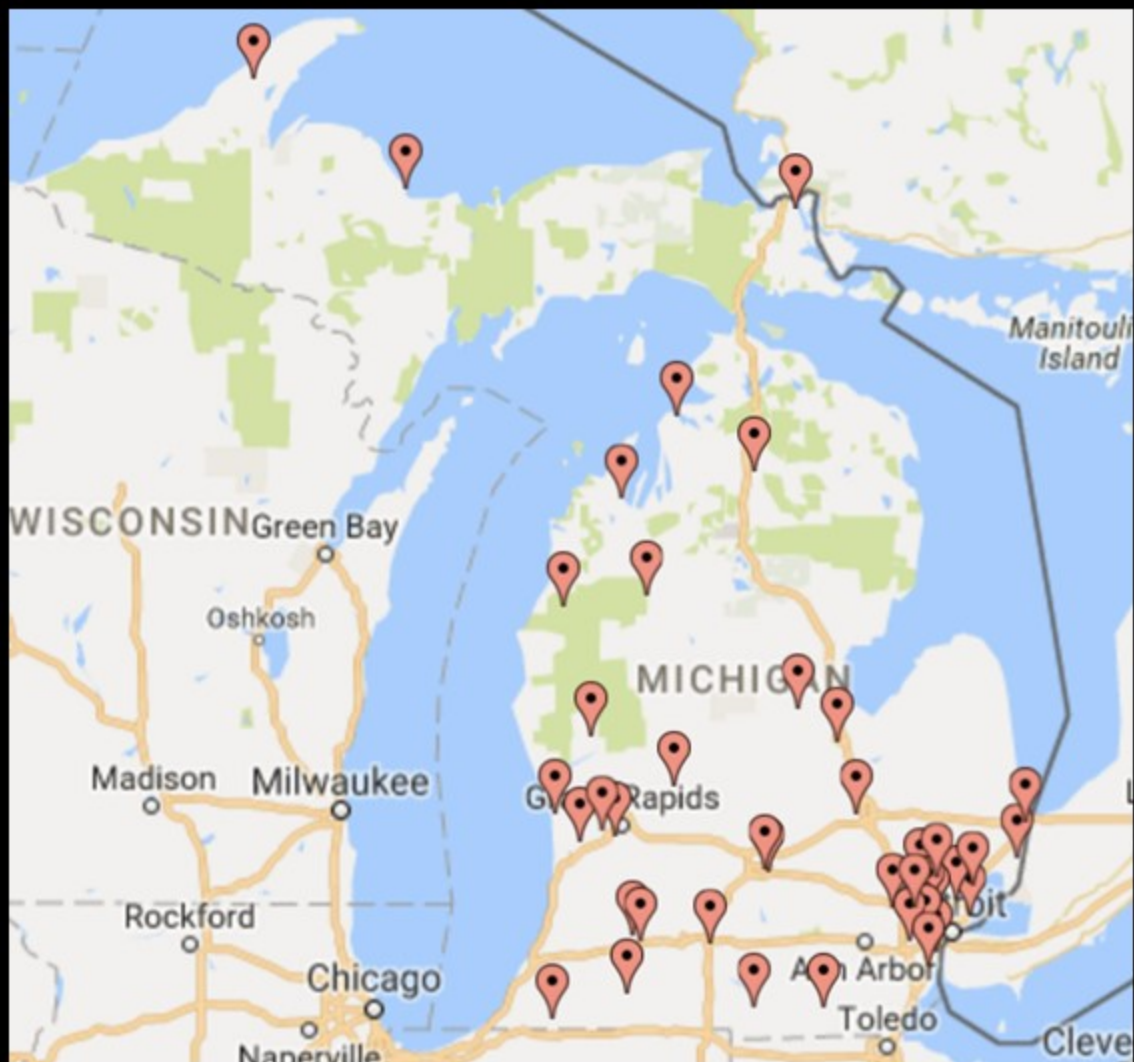
Staff perceptions of mothers' preparedness

A stylized, dark blue icon of a building with a cross on its upper section, set against a circular background of the same color.

Staff perceptions community relationships

**Interest in
collective impact &
quality
improvement
efforts**





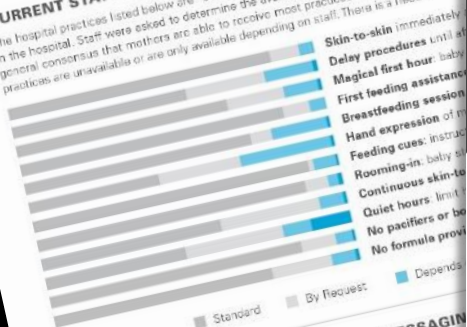
50 Hospitals
922 Staff

Current Status of Evidence-Based Care in Your Hospital

Mothers are more likely to be successful with breastfeeding and experience improved care coordination when they receive consistent, evidence-based messaging at all stages of care. Staff at your hospital have indicated there is a need and an interest to educate staff and participate in quality improvement efforts in order to provide that consistent messaging for moms in the hospital.

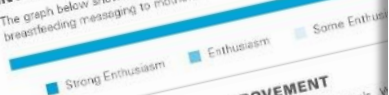
CURRENT STATUS OF PRACTICES

The hospital practices listed below are "best practices" for the mother/baby dyad to experience successful breastfeeding initiation in the hospital. Staff were asked to determine the availability of these practices in your hospital. The graph below shows there is a general consensus that mothers are able to receive most practices if mothers request them. However, some staff believe certain practices are unavailable or are only available depending on staff. There is a need to educate staff about the availability of practices.



INTEREST IN PROVIDING CONSISTENT MESSAGING

The graph below shows staff are interested in having their hospital and to provide consistent breastfeeding messaging to mothers.



INTEREST IN QUALITY IMPROVEMENT

Participating in quality improvement efforts ensures hospitals, WIC organizations can continue to prepare mothers for best practices, improve continuity of care. Hospital staff were asked to rate their interest in quality improvement efforts.



Educate staff, improve evidence-based care and patient experience

Cofactive

Hospital Report

Your staff have indicated there is a need for and interest in quality improvements in your hospital. Review this report to learn more.

MICHIGAN STATEWIDE: ALL HOSPITALS

Report Date: February 2, 2017

Complete Survey Responses: 992

HOSPITAL STAFF SURVEYS

Staff at your hospital were surveyed to gather a baseline understanding of:

- Current hospital practices
- Perceptions about mothers' willingness and preparedness to receive evidence-based care
- Staff perceptions about relationships with community organizations, including referrals
- Interest in broader collective impact and quality improvement efforts

OVERVIEW OF YOUR REPORT

Survey data highlighted in **BLUE** indicates areas where your hospital staff have a need for and interest in quality improvement. Broadly, your staff has expressed a need for and interest in:

- Providing consistent messaging to families at all points of care
- Having better preparation for mothers prenatally to receive evidence-based care practices in the hospital
- Participating in broader quality improvement efforts
- Learning about and strengthening referrals to community breastfeeding support services, particularly WIC

HOW TO USE YOUR REPORT



LEARN MORE

Review this hospital report to learn about current practices in your hospital as well as staff perceptions of mother preparedness, community organization relationships and referrals, and interest in quality improvement efforts.



TURN YOUR DATA INTO ACTION

At the bottom of each page, there is a call out to the Hospital Action Plan. The Action Plan provides concrete next steps along with suggested timelines in order to help hospitals turn the data outlined in their reports into a real plan for change.



SHOW YOUR COMMITMENT

Submit your completed Action Plan to the state WIC agency to receive staff and patient education materials as well as to show your commitment to next steps and broader collective impact efforts.

INCOME QUALIFICATIONS

WIC income qualifications are much higher than people think. Hospital staff are severely underestimating WIC income qualifications.



\$28,104

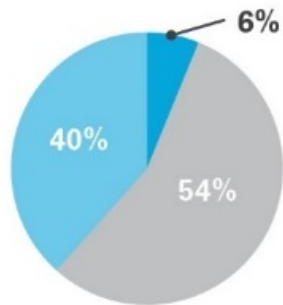
average annual income qualification
estimate by staff for a family of four

\$45,000

actual annual income for a family of four
that can qualify for WIC services

BREASTFEEDING & FOOD PACKAGE BENEFITS

The WIC food package is tailored to support the unique needs of clients. Breastfeeding mothers on the WIC Program receive more food each month and are eligible to participate longer than their non-breastfeeding counterparts. The chart below shows many staff members are unaware of the extra food benefits for breastfeeding moms.



Compared to non-breastfeeding mothers...

- Breastfeeding moms receive more food
- Breastfeeding moms receive less food
- I don't know

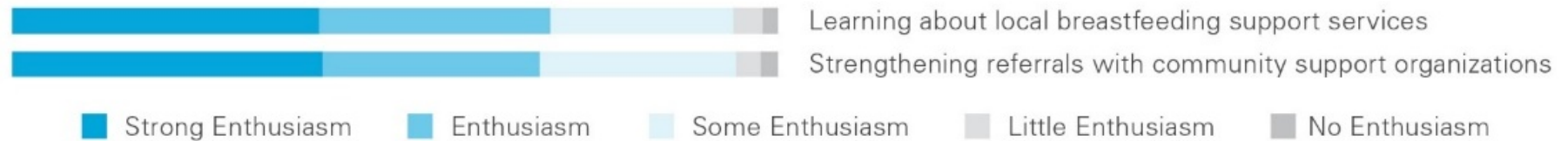
REFERRAL TO WIC

Mothers are not the only ones who are surprised to find out they can qualify for WIC with an almost \$45,000 annual income. Others in the community are also unaware, and are missing an opportunity to refer mothers. This is modeled throughout the state, as a majority of hospital staff do not refer to WIC or only refer those families they believe might qualify.



INTEREST IN STRENGTHENING REFERRALS

Not only is there a *need* to educate staff about breastfeeding support services offered through WIC, but hospital staff indicated they have a strong *interest* in learning more about those services and strengthening referrals to breastfeeding support organizations.





**What to do with
all this data?**

Prepare Mothers to Receive Evidence-Based Care in the Hospital with Consistent Messaging

Your hospital report shows that staff believe it is important for mothers and their families to receive consistent information and perceive opportunities to better prepare mothers to receive evidence-based care. Here are activities that can help you improve continuity of care by ensuring you are providing families with consistent, evidence-based messaging while in the hospital.

DISPLAY MATERIALS ABOUT EVIDENCE-BASED PRACTICES

The Key Message Posters offer one key message for each of the seven core maternity care practices that will help families get off to a great start. Each poster also includes information about the Collective's free Mobile App.

The Content Poster helps families prepare for the birth of their baby by providing an overview of the seven core maternity care practices and ways to access community support.

- My hospital will display the **Content Poster**.
- ☐ My staff will display the **Key Message Posters**.
- ☐ My staff will display the **Content Poster**.

Where will the poster(s) be displayed?

☐ Waiting room ☐ Exam room

Order free color 11x17" Key Message Posters from WIC. (up to 10 sets of 7)

Order free color 24x36" Content Posters from WIC. (up to 20)

My hospital will display the Content and/or Key Message Posters by: _____

PREPARE PATIENTS FOR THEIR HOSPITAL EXPERIENCE

The We're Prepared Checklist outlines evidence-based, color-coded practices for their hospital stay, build their support team, as well as organize postpartum appointments and services.

The Motivation Document helps families prepare for their hospital experience by key ways to get a great start and access resources for support, including the community Resource Platform.

- ☐ My staff will distribute the **We're Prepared Checklist** to new families.
- ☐ My staff will distribute the **Motivation Document** to new families.

Order free color copies of the We're Prepared Checklist from WIC.

Order free color copies of the We're Motivation Document from WIC.

My staff will begin distributing the above patient education handouts by: _____

EDUCATE PATIENTS ABOUT EVIDENCE-BASED PRACTICES

The one-hour Overview Video is a perfect place to start for families about key evidence-based maternity care practices. The content WIC staff are utilizing throughout the state. Provide consistent maternity hospital experience by making a commitment to use the Overview Video.

- ☐ My hospital will play the Overview Video by: _____

My hospital will integrate the Overview Video by: _____

Collective

Turn Your Data into Action!

Your hospital report shows where there is a need for and interest in quality improvements. Use this form as your plan for change.

Improve Evidence-Based Care & Provide Consistent Messaging with Staff Education

Your hospital report shows that some staff are unaware of the maternity care practices provided at your hospital. Findings also show that staff believe it is important to provide families with consistent messaging and perceive opportunities for improvement. Here are activities that can help you educate staff while improving evidence-based care and providing consistent messaging.

EDUCATE STAFF ABOUT EVIDENCE-BASED PRACTICES

The one-hour Overview Video is the perfect place to start for hospital staff to learn more about key evidence-based maternity care practices. The video content also aligns with the training and tools WIC staff are utilizing throughout the state. Educate staff about evidence-based practices by making a commitment to use the Overview Video.

The video can also be viewed in 5-8 minute segments to use in shorter staff huddles.

- ☐ I will provide staff a link to watch the video **online**. www.bit.ly/2g2B3I
- ☐ I will play the video (in full or in part) during a **staff meeting**. www.bit.ly/2g2B3I
- Introduction clip: www.bit.ly/2U584R
 - Checklist & Mobile App clip: www.bit.ly/2fJ9HJQ
 - Motivation Document clip: www.bit.ly/2g2B3I
 - Build Your Team clip: www.bit.ly/2fJ9HJQ
 - Get Ready clip: www.bit.ly/2fJ9HJQ
 - Fall in Love clip: www.bit.ly/2g2B3I
 - Keep Baby Close clip: www.bit.ly/2fJ9HJQ
 - Learn Your Baby clip: www.bit.ly/2fJ9HJQ
 - Nurish clip: www.bit.ly/2g2B3I
 - Protect Breastfeeding clip: www.bit.ly/2g2B3I

- ☐ My hospital will integrate the video into our **learning management system**. www.bit.ly/2g2B3I

My staff will watch the Overview Video by: _____ (suggested date: 05/01/17)

EDUCATE STAFF ABOUT AVAILABLE PRACTICES

The We're Prepared Checklist outlines evidence-based, color-coded practices to help prepare mothers for their hospital stay and build their support team, as well as organize postpartum appointments and services.

For hospital staff, the checklist can help ensure everyone is on the same page about the availability of practices at your hospital in order to provide mothers with accurate information.

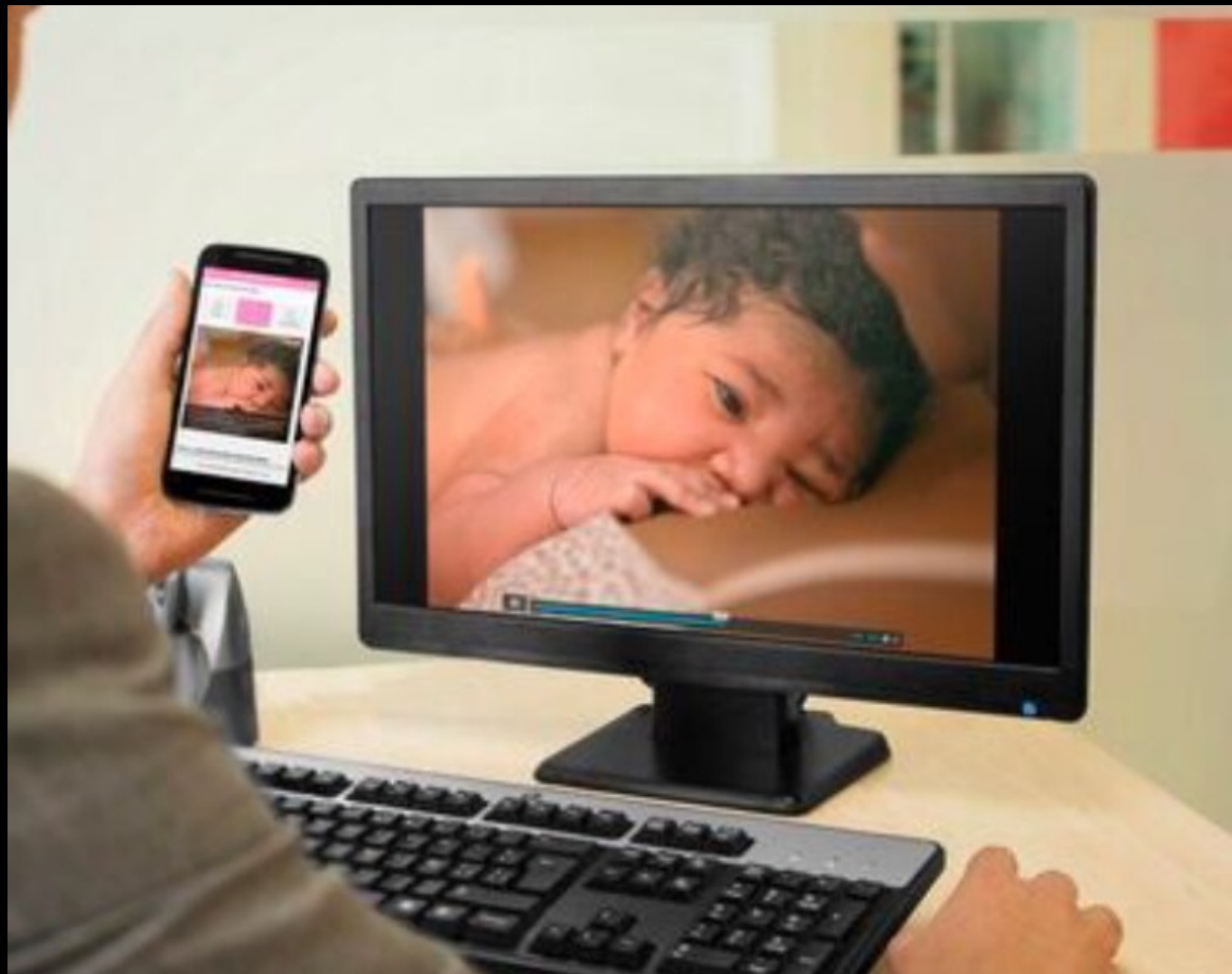
- ☐ I will use the **We're Prepared Checklist** to review available practices during a staff meeting.

Order free color copies of the We're Prepared Checklist on page 2.

My staff will review the We're Prepared Checklist by: _____ (suggested date: 05/01/17)

Collective

Hospital Action Plan | 1



Your Steps to Success



BUILD

Build a team to support you. Tell them what you want!



LEARN

Learn what to expect and what you can do at the hospital.



SHARE

Share what you want with your care team.



SUCCEED

When you go in prep you'll be ready to tell

Every Family Deserves a Great Start

The research is clear – you can get a great start when you're prepared! The topics listed on this checklist will help you do just that. When you come to the hospital prepared and ready, you're more likely to reach your goals. Ask your family and others who will be part of your team to learn all they can, too. That way you'll have a team of support as you welcome your new baby!



Learn More with a Free Mobile App

Find out more about all of these topics with the Collective mobile app. It's easy! Use the app to download and start learning today! Come to life by many because it's:

- ✓ Written by experts.
- ✓ Based on current research.
- ✓ Filled with beautiful photos.
- ✓ Has the info required by the Baby-Friendly Hospital Initiative, and...
- ✓ Shows fathers and other family members their role



Surround Yourself with Support

Community Resources

There are many people, and organizations, that can help families prepare for the hospital. Our help families prepare for the hospital:

- New parent classes at your hospital
- Moms' groups
- Lactation consultants
- Doulas
- Local health department

PHONE

Collective

Women, Infants & Children (WIC)

WIC has many services and support for pregnant women and families.

- Nutrition foods
- Nutrition education
- Breastfeeding support
- Referrals to other resources in your area

Many people are also surprised at how much you can make – a family of four can qualify with approximately \$45,000 in yearly household income.

PHONE

We're Prepared!

Helping families get off to a great start! Use this tool to build support, learn what to expect, and share your wishes with your care team.

My Name

Due Date

Build My Team

Discuss this sheet with each person and mark the checkbox

My Champion(s):

My Hospital:

My Doctor/Midwife:

My Baby's Doctor:

My WIC:

My Home Visitor:

Other:

DISCUSSED

POSTPARTUM APPOINTMENTS

DATE

DATE

DATE

DATE

DATE

REFERENCE

PRACTICES

MY HOSPITAL

I'M PREPARED & WANT

I RECEIVED

Get Ready

Let Labor Begin On Its Own

Comfort During Labor

Fall In Love

Skin To Skin Right After Birth

Magical First Hour Without Interruptions

Help With Baby's First Feed

Delayed Routine Procedures

Keep Baby Close

Keep My Baby In The Room With Me

Continued Skin to Skin

My Quiet Hours: FROM AM PM TO AM PM

Learn My Baby

Feed My Baby on Cue

Comforting My Baby

Nourish

Help Learning How to Breastfeed

Help Learning How to Hand Express Milk

Protect Breastfeeding

No Pacifiers or Bottles

No Formula (Unless Medically Necessary)

Care Team: Your Role

Learn more about these evidence-based practices and specific ways you can use free tools to help families prepare and succeed. Visit www.collective.com and download the Collective app.

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Families: Learn More with a Free App!

Digital learning made easy with:

- Lots of photos
- Benefits for each practice above

- Easy how-to's
- Info for dads and other family and friends

Search "Collective" in the app store.



©2016



Don't Worry

Nature's Got You Covered

When the magic day comes, Mother Nature will do most of the work for you. Follow these simple tips to help you and your baby get off to a great start!

Build Your Team



Ask for Help

Surround yourself with support to help you reach your goals.

- your champion (a key person like the baby's father, grandmother, or friend)
- community resources
- WIC, home visiting programs, and quiet time

Get Ready



Don't Rush Baby

In a normal pregnancy, it's safest to let labor begin on its own so:

- baby's brain has time to grow
- you're less likely to need a C-section
- you and baby have a lower risk of any health issues

Fall In Love



Skin to Skin

Place your baby on your chest, skin to skin, after birth to:

- help you bond with baby
- keep baby warm & calm
- help baby learn to breastfeed (thanks to Mother Nature!)

Keep Baby Close



Keep Baby in Room

Keep the baby in your room at the hospital to:

- teach baby you're mom
- allow baby to feed when ready, and more often
- help you learn when your baby wants to feed

Learn Your Baby



Feed Baby on Cue

Watch for signs that baby wants to feed to:

- help baby feel settled and content
- make breastfeeding easier
- help your body make breast milk quicker

Nourish



Latch Baby Well

Your nurse will help you find a good latch so:

- you make plenty of milk for baby
- baby gets milk more easily
- breastfeeding is comfortable for you and your baby

Protect Breastfeeding



Born to Breastfeed

Good for Babies:

- Fewer ear infections
- Less likely to become obese
- Less likely to die from Sudden Infant Death Syndrome (SIDS)

Good for Moms:

- Less likely to get breast cancer
- Less likely to have heart disease

Get Prepared with the FREE Mobile App

Coffective's free mobile app will help you learn what to expect at the hospital with:

- Hundreds of photos to show you what to do
- Easy steps to help you prepare
- Things to consider when building your team





Your doctor, you
and your community

Baby's brain grows
fast in the last few weeks

Holding baby
skin-to-skin can help you

Room-in with
baby to learn how to

Feed when baby
is ready to eat, to help

Latch well
so feedings are

For a great start,
just breastfeed to

make newborn
comfortable for
you and baby

lower the risk of SIDS
and breast cancer.

Nature's perfect food.



DOWNLOAD THE
Free Mobile App

Get more helpful tips to learn about your baby and母乳.
Scan the QR code to the left, or search "Collective" in your app store.



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Collective

Helping families get a great start

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www.collective.com

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Don't Worry. Nature's Got You Covered.

When the magic day comes, Mother Nature will do most of the work for you. Follow these simple tips to help you and your baby get off to a great start.

Skin To Skin

Fall In Love

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- keep baby warm & calm
- help baby learn to breastfeed (thanks to Mother Nature!)

Keep Baby in Room

Feed Baby On Cue

Learn Your Baby

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- help baby feel settled and content
- make breastfeeding easier
- help your body make breast milk quicker

Protect Breastfeeding

Born to Breastfeed?

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- Less likely to die from Sudden Infant Death Syndrome (SIDS)

Good for Moms:

- Less likely to get breast cancer
- Less likely to have heart disease

Collective

Get a checklist at www.collective.com and download the FREE

Get Ready to Fall in Love

Being prepared for a smooth hospital stay allows you to focus on what's most important – those first few moments with your new family.

Get Prepared with these Free Tools

Collective's free mobile app and matching checklist will help you learn what to expect at the hospital. They'll help you get prepared for your baby. And they'll help you talk with your care team about your plans.

- Hundreds of photos to show you what to do
- Easy steps to help you prepare
- Things to consider when building your team

Visit Collective.com for more information.

**- FREE APP -
DOWNLOAD
NOW!**

Use the QR Code to download this free and easy mobile app today!



Ask For Help

Surround yourself with support to help you reach your goals.

- your champion (a key person like the baby's father, grandmother, or friend)
- community resources
- WIC, home visiting programs, and quiet time

Don't Rush Baby

In a normal pregnancy, it's safest to let labor begin on its own so:

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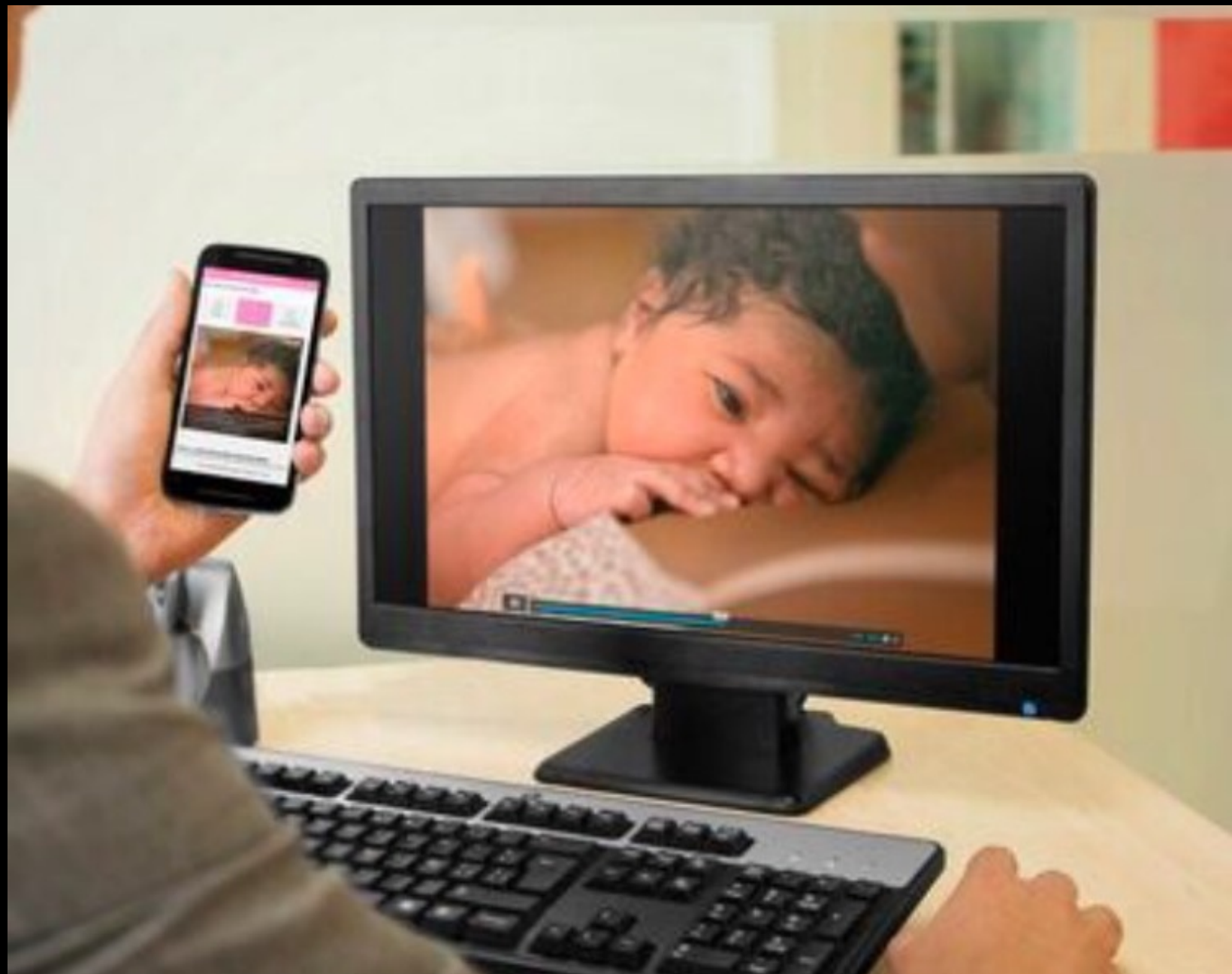
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Get a checklist at www.collective.com and download the FREE "Collective" mobile app.



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3/14/14 1000



WIC is Here to Help

The Women, Infants and Children (WIC) Program is a supplemental nutrition program that helps low-income pregnant, breastfeeding women as well as infants and children up to 5 year old eat well, be healthy, and thrive.



MORE FOOD

Breastfeeding moms get more food & receive benefits longer than non-breastfeeding moms.



PEER SUPPORT

Moms can get support from a WIC peer counselor during pregnancy & after hospital discharge.

REFER A MOM TO WIC

Discuss during a latch assessment

www.michigan.gov/wic



WIC SUPPORTS BREASTFEEDING!



MORE FOOD

Breastfeeding moms are offered generous food packages & receive more food than non-breastfeeding moms.

PEER SUPPORT

Moms can get breastfeeding support from a WIC peer counselor during pregnancy & after discharge.

\$45,000

A family of four can qualify for WIC services with an annual income of about \$45,000.

TOGETHER GROWING STRONGER FAMILIES



www.michigan.gov/wic



ASK FOR A WIC BROCHURE TO LEARN MORE

Find your local agency by calling 2-1-1.

What is WIC

WIC Offers

The Women, Infants, and Children program is a nutrition program that helps women who are pregnant, breastfeeding, just had a baby and infants and children up to 5 years old eat well, be active, and stay healthy.

WIC Provides

Nutrition Education
Breastfeeding support and help
Nutrition counseling

Referrals to health care, immunizations and other programs

WIC Bridge Card to buy healthy food

Other WIC information provided includes: prenatal nutrition, breastfeeding, feeding your child, parenting tips plus much, much more...

WIC Provides Healthy Foods such as

Milk
Fruits and vegetables
Juice
Eggs
Cheese
Yogurt
Cereal
Beans, lentils or peas
Peanut butter
Canned tuna or salmon

Whole grains
- Whole wheat pasta
- Tortillas
- Bread/buns
- Brown rice
- Oatmeal
Baby food and cereal
Soy milk (for WIC participants with special dietary needs)

Breastfeeding Benefits

- Breastfeeding moms receive food benefits longer than non-breastfeeding moms
- Moms who breastfeed get more food every month than non-breastfeeding moms
- Moms who exclusively breastfeed get the most amount and variety of food



A Helping Hand

Below are just a few of the great ways your local WIC clinic supports you through this time in your life. You work hard to raise a healthy family, and the WIC program can help!

- Preparing you for the hospital
- Teach you how to breastfeed and learn about your baby
- How to make breastfeeding work in your life
- Answer questions about growth and feeding

WIC at Work

Take advantage of WIC's services. We are here to help provide the information and support you need to have a positive breastfeeding experience.

- Support after hospital discharge - by phone and in person
- Peer counselors are moms who have breastfed and are trained to support new moms
- Group classes
- On-line education
- One-on-one support with a Registered Dietitian
- Referrals to other health, welfare and social services

DID YOU KNOW

Pumps

Most insurances, including Medicaid, will cover a breast pump. WIC is here to support you with breastfeeding and pumping. WIC can help by providing information on:

- What to expect when pumping
- Make sure your pump fits correctly
- Using and cleaning your pump and milk storage
- Going back to work/school and making a pump plan
- Knowing your rights about pumping at work



Join WIC

Many moms don't know if they qualify. Income level is higher than many people think. You can join WIC as soon as you believe you're pregnant. You receive food benefits right away along with nutrition information and education through online lessons, onsite classes and spending time with Registered Dietitians.

To Qualify

- Be a pregnant woman, new mom, breastfeeding mom, infant or child 1-4
- Meet income guidelines

2016-2017
48 Contiguous States, D.C., Guam & Territories

Persons in Family or Household Size	Annual	Monthly	Bi-Weekly	Weekly
2	\$29,637	\$2,470	\$1,140	\$570
3	37,296	3,108	1,435	718
4	44,955	3,747	1,730	865
each additional	7,696	642	296	148

Please refer to www.fns.usda.gov/wic/wic-income-eligibility-guidelines for complete guidelines and eligibility. Income guidelines change annually and run from July 1st to June 30th.



I am healthy, smart, responsible, good and strong.
I am feeding my family well!
I am WIC.

Get Prepared

Download a free mobile app to prepare for your baby's birth. Search for *Collective* in the app store to get started.



Contact

Find your local WIC agency information at:
1-800-26-BIRTH (1-800-262-4784)

Eligibility

Visit: wiccp.state.mi.us/clientportal for local clinic information and to see if you qualify for WIC services

Appointment Information

APPOINTMENT TYPE:

DATE:

TIME:

LOCAL WIC CLINIC:

What to Bring to the First Visit:

- Proof of income and/or Medicaid Card
- Proof of identification for the applicant (drivers license, birth certificate)
- Proof of applicant's address
- Proof of pregnancy, if available (for Pregnant Women)
- Immunization record, if available (for children)

www.michigan.gov/wic



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DCH-1514



Together Growing Stronger Families

Learn more about WIC and how to join!

WIC Referral Training

Surrounding Families with Support



Making Referrals to WIC

You can help ensure mothers are surrounded with the support they need to reach their breastfeeding goals by increasing your referrals to WIC.

WIC REALLY SUPPORTS BREASTFEEDING!

The Women, Infants and Children (WIC) Program is a supplemental nutrition program that has a strong commitment to support breastfeeding. To show that commitment, WIC offers a range of services to help pregnant, postpartum and breastfeeding women as well as infants and children up to 5 years old eat well, be active and stay healthy.

WHAT YOU NEED TO KNOW

To ensure mothers are surrounded with support, there are three key things you should know about WIC services:



MORE FOOD

Breastfeeding moms get more food & receive benefits longer than non-breastfeeding moms.



PEER SUPPORT

Moms can receive support from a WIC peer counselor during pregnancy and after discharge.



\$45,000

A family of four can qualify for WIC services with an annual income of about \$45,000.

WAYS TO REFER MOTHERS TO WIC

The sooner you are able to refer your patients to WIC, the sooner those moms and their children will be able to get the nutrition, support and resources they need to be successful with breastfeeding and get a great start as a family. Here are three effective and efficient "high impact behaviors" you can do to refer mothers to WIC:

- 1: Discuss a mother's circle of support during a latch assessment**
 - Ask moms: "What sources of support do you have that are going to help you succeed outside the hospital... Have you heard about WIC?"
 - If mother does not know about WIC, follow-up with: "It's a government program that provides great breastfeeding services, nutrition education and supplemental foods. People are often surprised to learn that families of four that make up to **\$45,000** annually can qualify. If you'd like to learn more, I'd be happy to connect you."
- 2: Provide a handout.** Give mothers the *We're Prepared Checklist* or the *WIC Brochure* at any point during a mother's hospital stay or during discharge.
- 3: Tell your colleagues** so they can make referrals and better help families too.

Watch the **WIC Referral Training Video** to learn more about how WIC supports breastfeeding & easy ways you can make referrals.

Effective

WIC Referral High Impact Behavior Handout



WEBINAR



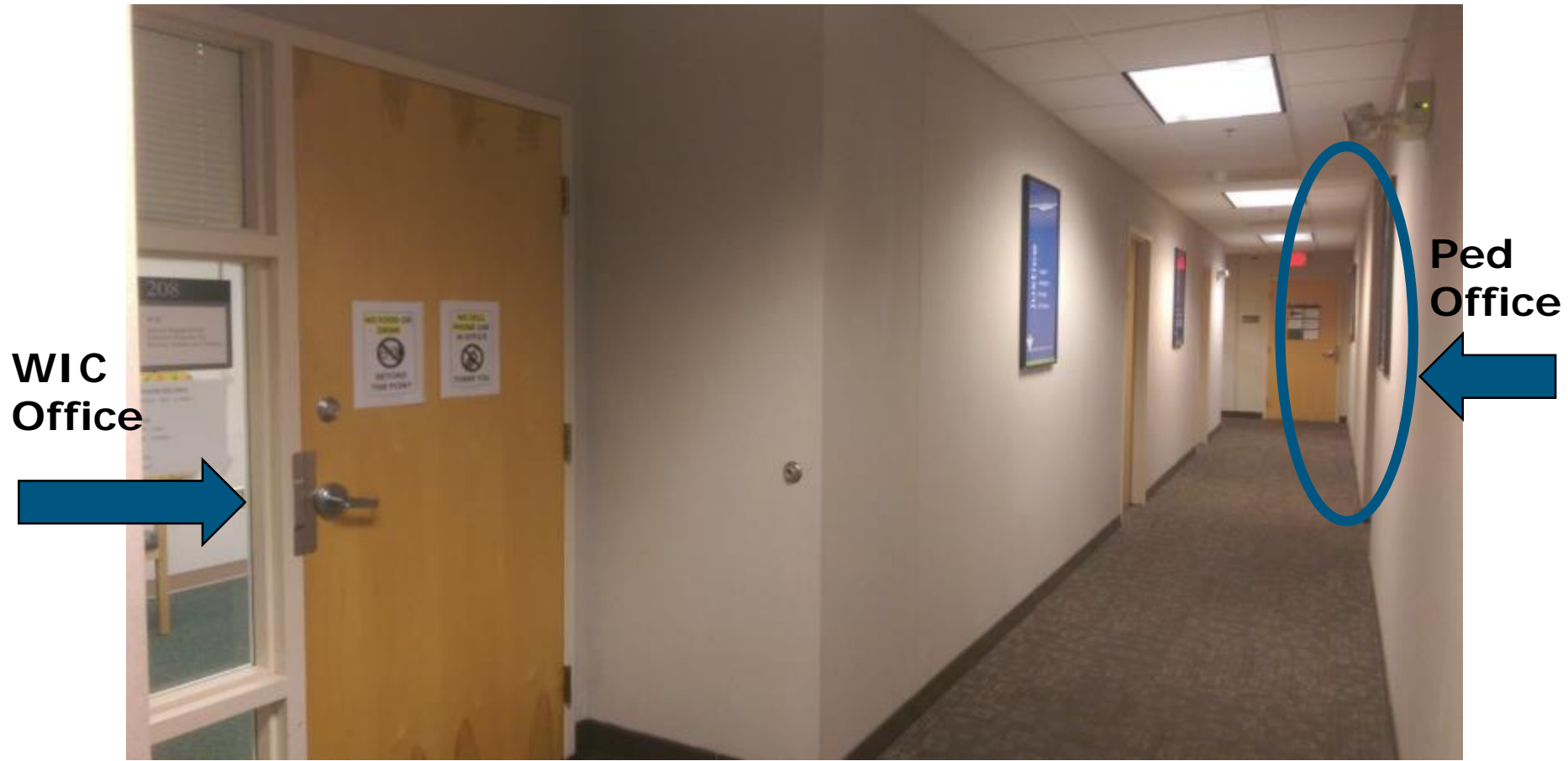


Creating Continuity: Unifying Breastfeeding Messaging & Cultivating a breastfeeding village



Glencora Gudger, MA & Leslie Lytle, MS, LCCE

Setting the Scene: Richmond City



Fractured Communication



Virginia Request for Special Food Prescription

WIC-395

Prescription is subject to approval and provision based on Virginia WIC policy and procedure.

Participant's Name:		Date of Birth:	
Parent/Caregiver's First and Last Name			
Current Anthropometric Data (Optional)			
Weight: .. lbs. .. oz.		Length/Height: .. ft. .. in. Hgb/Hct: ..	
Date Assessed:			
Formula/Medical Food		For list of Virginia WIC approved formulas, go to www.vawic.org/DCN/PrescriptionForm.doc	
Full Name of Product Prescribed:			
Amount Per Day: *Standard WIC formula amount will be issued unless otherwise indicated			
Form <input type="checkbox"/> Powder <input type="checkbox"/> Concentrate <input type="checkbox"/> RTF* The use of RTF products requires additional justification for WIC unless RTF is the only available form.			
Length of Use: <input type="checkbox"/> 1 mo <input type="checkbox"/> 3 mos. <input type="checkbox"/> 6 mos. <input type="checkbox"/> 12 mos.			
Special Mixing Instructions or Additional Comments:			
Diagnosis:			
<input type="checkbox"/> Milk Protein Allergy (558.3)		<input type="checkbox"/> Gastro Esophageal Reflux (530.81)	
<input type="checkbox"/> Cerebral Palsy (343.9)		<input type="checkbox"/> Heart/Circulatory (390-459) Specify	
<input type="checkbox"/> Cystic Fibrosis (277.0)		<input type="checkbox"/> Malabsorption Syndromes (579.9)	
<input type="checkbox"/> Developmental Sensory/Motor Delays (783.4)		<input type="checkbox"/> Prematurity (765.20) and/or Low Birth Weight (765.1)	
<input type="checkbox"/> Failure to Thrive (783.41)		<input type="checkbox"/> Other Medical Diagnosis w/ ICD Code:	
*Symptoms such as spitting up, milk/formula intolerance, picky eater, constipation, cramps, flatulence, or gas are not considered acceptable medical diagnoses and will not be approved by WIC for issuance of a special formula. WIC will not provide formula to enhance nutrient intake or manage body weight without an underlying medical condition.			

WIC Supports Breastfeeding

Did you know WIC...

promotes breastfeeding as the optimal infant feeding choice? Breastfeeding helps you bond with your baby and mama's milk reduces your baby's risk of obesity, type 2 diabetes, asthma and lower respiratory infections.

Find out more:
804 - 482 - 5500



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Did you know WIC...

promotes breastfeeding as the optimal infant feeding choice? It's no wonder why: breastfeeding reduces mothers' risk of breast cancer, ovarian cancer, type 2 diabetes and postpartum depression.

Find out more:
804 - 482 - 5500



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WIC-onfused?



- “I thought WIC only provided formula.”
- “I thought WIC was just a food package, I didn’t know that there was an educational component too.”
- “I couldn’t tell you what types of food are in WIC food package.”
- “Why do I need know about WIC? I’m a pediatrician.”

Developing a Training

- Tailor the message to the audience
 - Non-profits, pediatricians and OB-GYNs
- Receive advice and feedback
 - San Diego WIC, WIC director, local coalition, NWA, physicians, ACOG
- Includes:
 - Programmatic knowledge: 395 & beyond
 - Opportunities to embed WIC messaging into routine conversations
 - Strategies to increase WIC enrollment in target populations and sustain WIC participation

GOAL: Turning Community Partners into WIC & Breastfeeding Advocates

WIC Rx Nutrition Services

Client Name _____ Date _____

We suggest that you visit WIC for these services to help your family grow and thrive:

- ☐ Support with family nutrition
- ☐ Nutritious foods
- ☐ Prenatal nutrition
- ☒ Breastfeeding support
- ☐ Infant feeding
- ☐ Child's healthy growth
- ☐ Solutions for picky eaters
- ☐ Other _____



Organization Name (Print) _____

Organization Phone Number _____

Signature _____



GOAL: Unified Messaging



Guide to the Newborn Stomach

#RealisticExpectations

#RVAbreastfeeds

RVAbreastfeeds.com



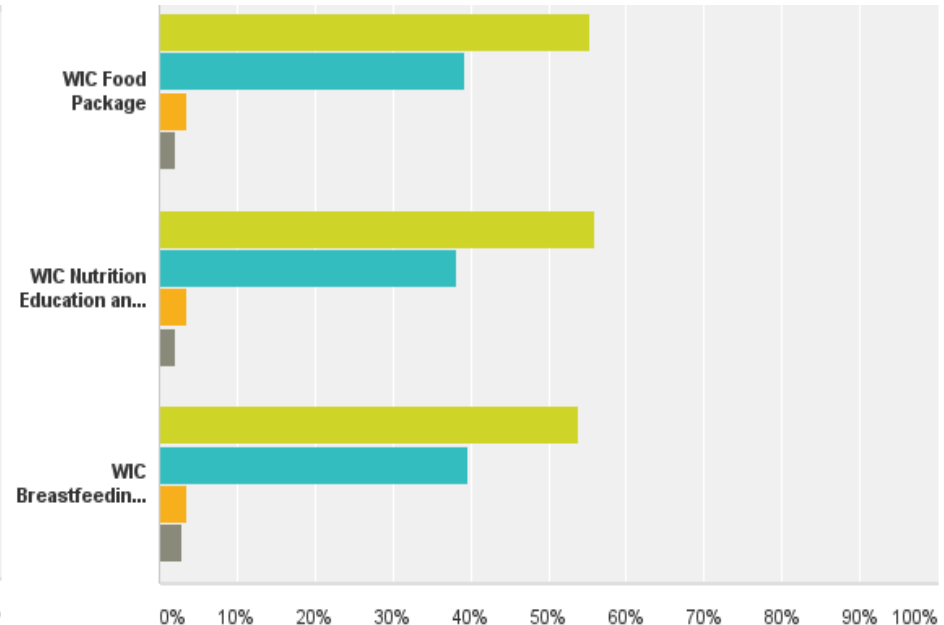
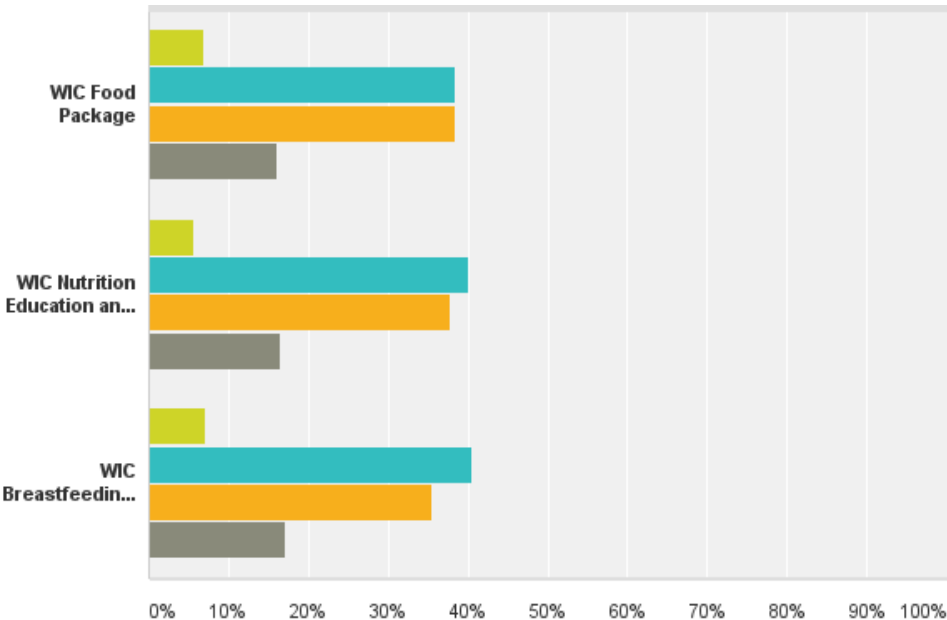
This is all the breastmilk you need per feeding.

WIC 101 Training Reach

- Trained 535 individuals
 - 24 pediatric settings
 - 11 OB settings
 - 15 non-profit settings
- Training Types
 - Grand Rounds
 - Pre-existing staff meetings
 - Lunch & Learns
 - Flash training at nursing stations



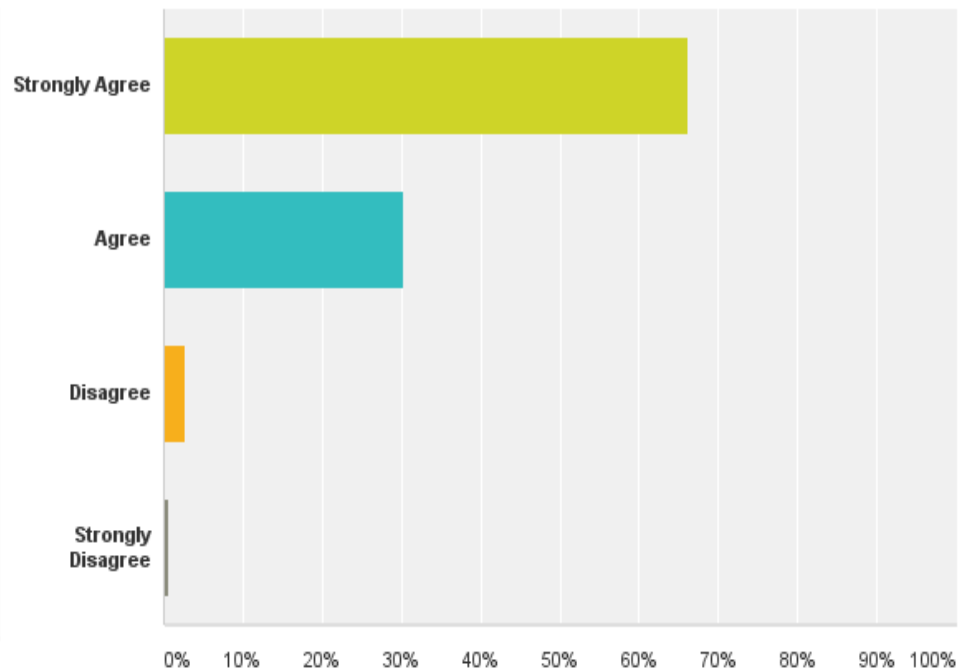
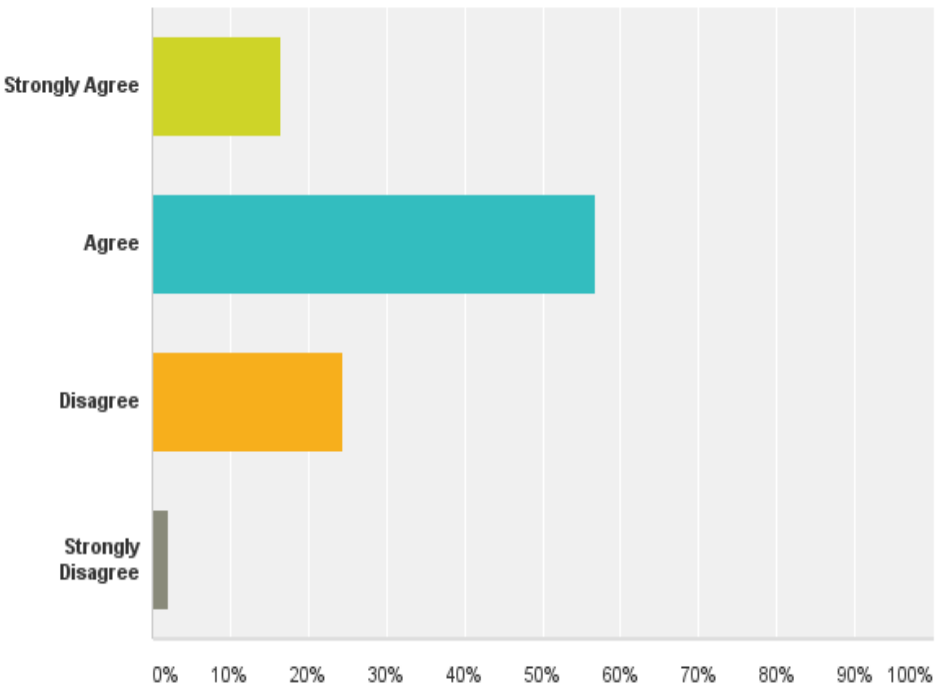
How familiar are you with the following WIC Services?



- WIC breastfeeding services:
 - Pre Training: **52%** were unfamiliar or very unfamiliar
 - Post Training: **94%** were familiar or very familiar

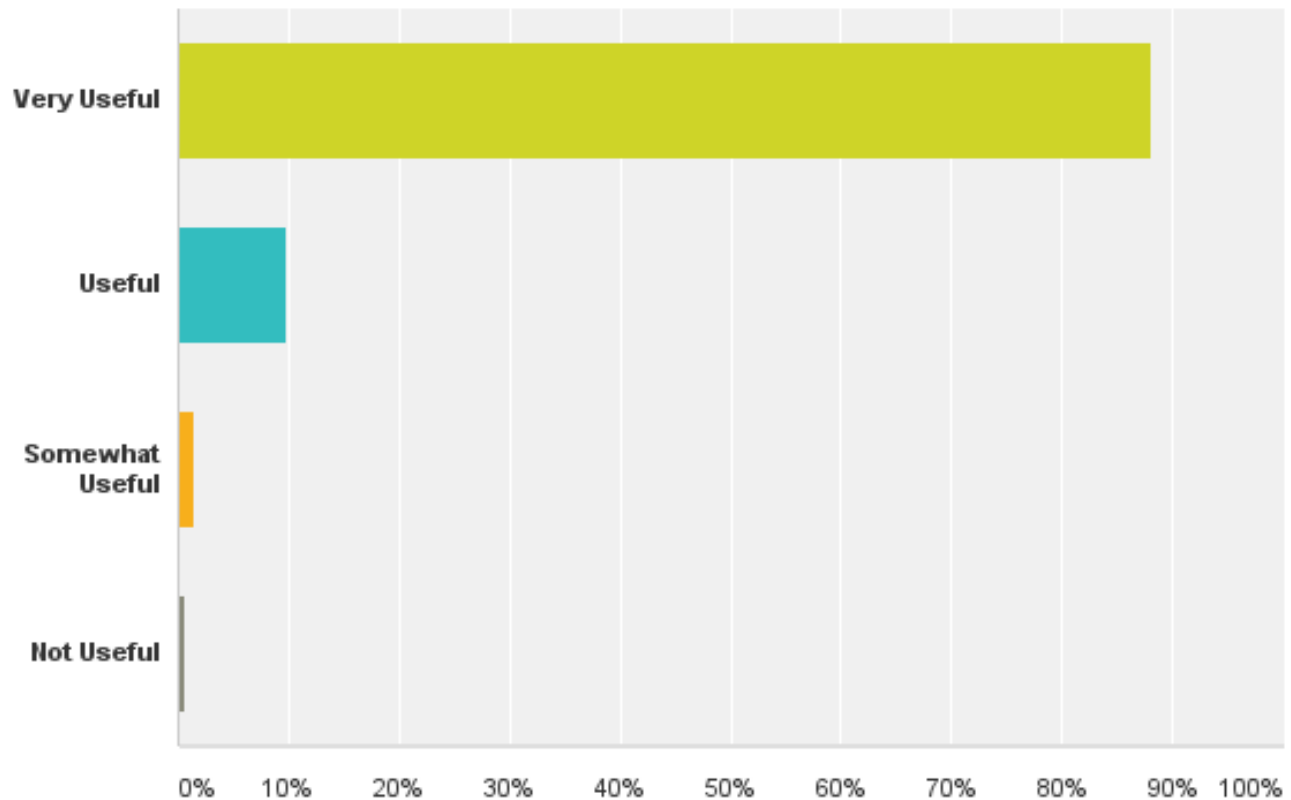
I feel comfortable contacting the WIC office for support.

Following the training **96%** agreed or strongly agreed that they would feel comfortable contacting WIC for support



I feel the WIC 101 Training was:

98% felt the training was either very useful (88%) or useful



Continuing the Conversation:

Richmond City Breastfeeding Symposium

- 125 Community Partners from 25 orgs
 - WIC staff
 - Ped/OB/NPO partners from WIC 101
 - Clinic staff from RCHD
 - Representatives from all local hospitals
- Ready, Set, Baby! Curriculum
 - Train the trainer model
 - Evidenced based, best practice from Carolina Global Breastfeeding Institute (CGBI)

Implementation Guide



97.1% of participants agreed or strongly agreed that the symposium helped them practice how to educate about breastfeeding



95.65% agreed or strongly agreed
the symposium was a good platform
to identify breastfeeding barriers,
opportunities and implementation
strategies.



6 month post-survey of the symposium

100% of participants somewhat or strongly agreed that RSB continues to provide them with the support needed to educate clients about breastfeeding.



BREASTFEEDING WELCOME HERE

- WIC 101 in 4 surrounding health districts
- Breastfeeding 101 with RVA community partners
- 2017 Breastfeeding Policy



BREASTFEEDING:
IT TAKES A MOTHER + A VILLAGE
WHEN YOU SUPPORT BREASTFEEDING,
YOU'RE HELPING

OUR BABIES OUR MOTHERS OUR FAMILIES

Learn more and join the village at RVAbreastfeeds.com

012011

LAMAR

THANK YOU!



Michael & Son
SERVICES

QUESTIONS?

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LESLIE LYTLE

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