

North Carolina
Department of Health and Human Services
Division of Public Health

Enhancing Breastfeeding Support in WIC: The Case for North Carolina

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North Carolina IBCLCs

**Division of
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Nutrition
Services Branch**

IBCLC # 2

**Regional WIC
Training
Centers**

IBCLC # 6

**Local
Agencies**

IBCLC # 26



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- **Regional WIC Training Centers**

- **IBCLC**

- They provide:

- State approved, standardized training for BFPC, BC and local agency staff
- Continuing education for BFPC, BC, BFPC managers
- Training and continuing education on lactation for local and health department staff
- State standardized Breastfeeding Supplies Competency Training



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- **Local Agency:**
 - **Breastfeeding Coordinators & BF Peer Counselor Program Manager**
 - They must be a degreed health professional
 - Non-degreed health professional who is an IBCLC



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- **Local Agencies**
 - **IBCLC**
 - **Lactation Expert**
 - Lactation problems
 - Breast pump issuance and inventory
 - Referrals
 - Updates the breastfeeding referral list
 - Coordination with local community hospitals



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- **Local Agencies:**
 - Do not have to refer participants
 - They have better equipped staff with clinical and management skills that can help WIC participants maintain exclusive breastfeeding
 - Closer follow up with breastfeeding dyad
 - Better communication with local hospitals NICUs



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- Local agency staff (IBCLC) is recognized by the community and the local hospital making communication and referrals for NICU babies much easier.



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- **Ways to grow IBCLCs**
 - We have facilitated training for local staff working with breastfeeding promotion in local agencies
 - NC Lactation Educator Training Program
 - Created positions for IBCLC
 - Regional Breastfeeding Coordinators = 6 IBCLCs
 - Requiring IBCLC for Non-degreed health professional



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- **Ways to grow IBCLCs**
 - **NC Lactation Educator Training Program**
 - Initial effort - 1995
 - NC State BF Coordinator-WIC
 - Northwest AHEC- Public Health Director
 - Neonatologist



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- NC Lactation Educator Training Program
 - Northwest AHEC
 - NC DHHS - Division of Public Health - Women & Children's Health Section
 - NC WIC Program
 - Novant Health



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- **NC Lactation Educator Training Program**
 - Purpose: Meet breastfeeding education federal training requirements of the North Carolina WIC Program (Special Supplemental Nutrition Program for Women, Infants and Children)
 - Educational goal: To meet the knowledge gaps regarding lactation evidence-based practice guidelines for health care providers throughout the state



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- **NC Lactation Educator Training Program**
 - Seven Day Program
 - Accreditation: Lactation Education Accreditation and Approval Review Committee
 - 69 CERPS
 - Applicable for nurses, social workers, peer counselors, dietitians, educators, others



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- **Where do they work?**
 - Public Health Departments: 68 %
 - Hospitals: 20%
 - Rural & Urban Physician Offices: 5%
 - Primary Care Clinics: 4%
 - Schools of Nursing: 2%



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- WIC serves 51% of all the infants born in NC and is available in many areas where no lactation care exists
 - NC WIC is positioned in such a way that it is the **“go-to”** place for lactation support



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Lessons learned

- NC collaboration efforts with community partners have helped move breastfeeding efforts forward and has motivated local staff to become IBCLCs



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- **Challenge**
 - Staff turn-over



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