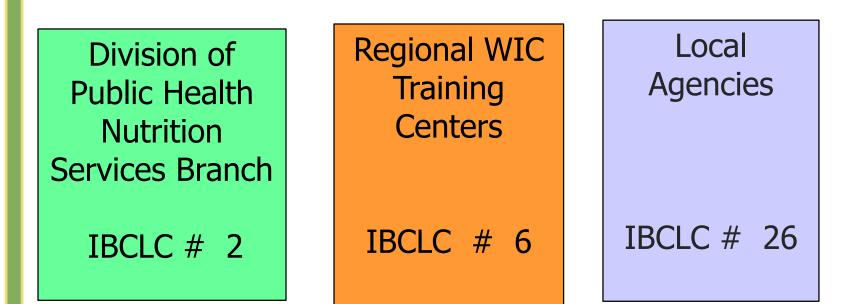
Enhancing Breastfeeding Support in WIC: The Case for North Carolina

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North Carolina IBCLCs





Breastfeed Your Baby Healthy Habits, Healthy Families

- 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



Local Agency:

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



- Local Agencies

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



- 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



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



• 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



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



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



- 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



- 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



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



 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



Lessons learned

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



Challenge

 Staff turn-over



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