



Enhancing Breastfeeding Support in WIC: The Case for Increasing the number of International Board Certified Lactation Consultants

NATIONAL WIC ASSOCIATION

2016 ANNUAL EDUCATION AND TRAINING CONFERENCE & EXHIBITS

CINCINNATI, OHIO

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NWA Statement

The “WIC Breastfeeding Policy Inventory Report” indicated that less than 40% of all state and local WIC Agencies have an IBCLC on staff. This session is designed to explore a variety of models from states across the country at various stages of the process. What lessons have been learned? What challenges have they encountered?

Learning Objectives:

Following the presentation the learner will be able to:

- ▶ Describe the role of IBCLCs in WIC clinics
- ▶ Describe two ways an IBCLC can enhance breastfeeding support in the WIC clinic
- ▶ List at least one way they can grow the number of IBCLCs in their WIC community



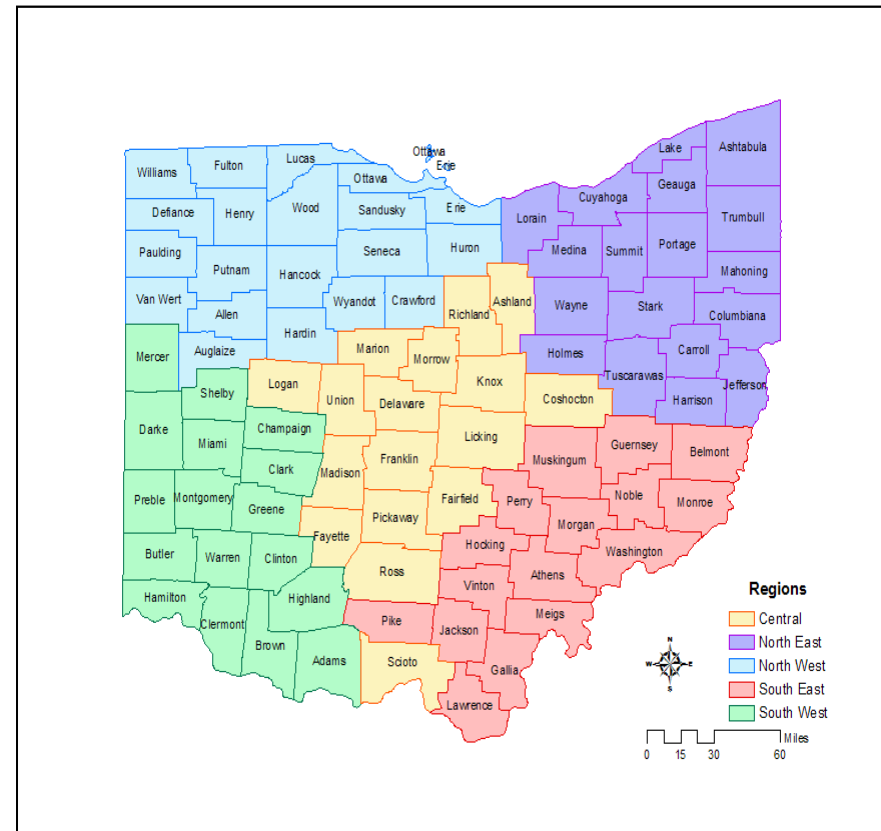
Ohio

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Ohio WIC Demographics

- ▶ Counties = 88
- ▶ WIC Projects = 75
- ▶ Participants = 232,434
- ▶ Breastfeeding Rates
 - ▶ Initiation ~58%
 - ▶ 6 months ~34%
 - ▶ 12 months ~19%



International Board Certified Lactation Consultants (IBCLCs) in Ohio

- ▶ 561 IBCLCs in the State of Ohio
 - ▶ 6th largest State in terms of number of IBCLCs, behind California (1), Texas (2), New York (3), North Carolina (4), and Florida (5)

- ▶ 50 IBCLCs in Ohio WIC

Breakdown of Certified IBCLCs in the U.S. & Territories for 2015 (By State)

| State | 2015 |
|---------------|------|
| Alabama | 164 |
| Alaska | 91 |
| Arizona | 320 |
| Arkansas | 85 |
| California | 2258 |
| Colorado | 312 |
| Connecticut | 201 |
| Delaware | 55 |
| D.C. | 19 |
| Florida | 572 |
| Georgia | 364 |
| Guam | 3 |
| Hawaii | 84 |
| Idaho | 89 |
| Illinois | 528 |
| Indiana | 397 |
| Iowa | 128 |
| Kansas | 168 |
| Kentucky | 161 |
| Louisiana | 148 |
| Maine | 90 |
| Maryland | 371 |
| Massachusetts | 415 |
| Michigan | 337 |
| Minnesota | 344 |
| Mississippi | 74 |
| Missouri | 291 |
| Montana | 56 |
| Nebraska | 117 |

| State | 2015 |
|---------------------|--------------|
| Nevada | 66 |
| New Hampshire | 84 |
| New Jersey | 385 |
| New Mexico | 111 |
| New York | 886 |
| North Carolina | 623 |
| North Dakota | 25 |
| Ohio | 561 |
| Oklahoma | 177 |
| Oregon | 377 |
| Pennsylvania | 486 |
| Puerto Rico | 15 |
| Rhode Island | 55 |
| South Carolina | 188 |
| South Dakota | 35 |
| Tennessee | 189 |
| Texas | 1009 |
| U.S. Military | 53 |
| U.S. Virgin Islands | 2 |
| Utah | 117 |
| Vermont | 81 |
| Virginia | 486 |
| Washington | 514 |
| West Virginia | 61 |
| Wisconsin | 295 |
| Wyoming | 21 |
| Grand Total | 15144 |

Ohio WIC Policy

- ▶ Nutrition Services Standards
 - ▶ Federal Regulations developed by USDA/FNS and NWA
 - ▶ IBCLC is preferred, not mandatory
- ▶ Local WIC Project
 - ▶ If local project does not have an IBCLC on staff, they are required to have an IBCLC referral source in the community



“Research shows that WIC mothers are more likely to initiate breastfeeding when the WIC Program employ both Peer Counselors and IBCLCs”

Source: “Enhancing Breastfeeding Support in WIC: The Case of Increasing the Number of International Board Certified Lactation Consultants.” February 2016. <<https://s3.amazonaws.com/aws.upl/nwica.org/ibclc-cc.pdf>>

Role of the IBCLC in Ohio WIC

- ▶ In the Clinic
 - ▶ Breastfeeding Peer Helper Supervisor
 - ▶ Breastfeeding Coordinator
 - ▶ Lactation Consultant
- ▶ State Trainings
 - ▶ NBAC – Breastfeeding Committee
 - ▶ Loving Support Peer Counseling Training

Pathways to Become an IBCLC

- ▶ State Supported Trainings
 - ▶ Certified Lactation Counselor (CLC)
 - ▶ Certified Lactation Specialist (CLS)
 - ▶ IBCLC classes (not test)

Future Ideas

- ▶ Regional Breastfeeding Coordinators
 - ▶ IBCLC will be required
- ▶ Southeast Ohio Virtual Counseling Project
 - ▶ 2012 Appalachian Pilot Project Lessons learned
 - ▶ Virtual Counseling via Webcam
 - ▶ Increase IBCLC presence via webcam

