



Enhancing Breastfeeding Support in WIC: IBCLCs in Oregon WIC

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Oregon WIC Program



Oregon WIC Demographics

- ▶ 34 local agencies (30 in local Public Health Departments)
- ▶ ~75% of local staff are paraprofessionals
- ▶ Spanish main non-English language spoken (all others are less than 2% of caseload)
- ▶ Very urban AND very rural areas of the state

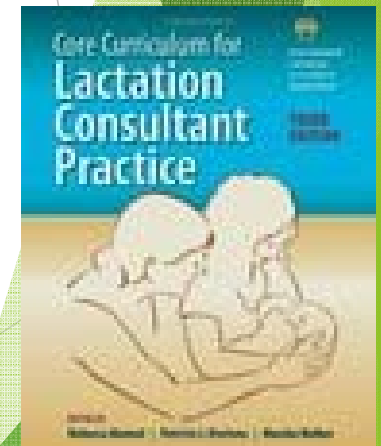
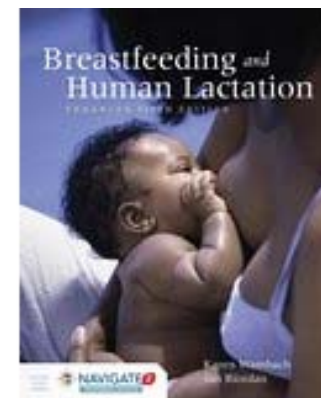
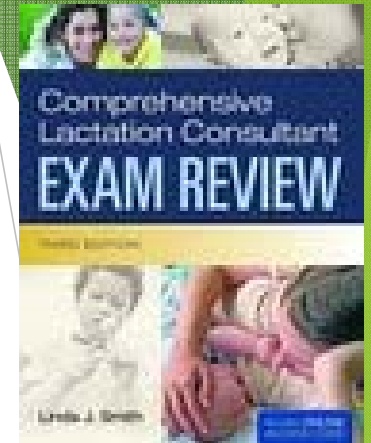
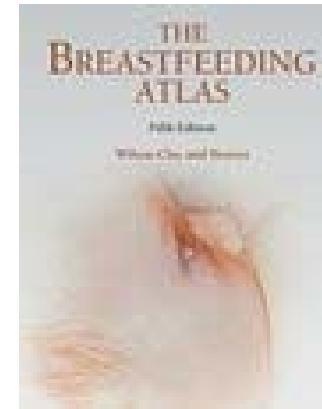
“Growing our own” IBCLCs



- ▶ Since 2004, Oregon’s state WIC program has sponsored 31 local agency and 3 state staff to become IBCLCs
- ▶ Have WIC IBCLCs currently in 16 out of 34 local agencies
- ▶ Importance of having IBCLCs in State WIC office in BF roles

What does “sponsoring” look like?

- ▶ Purchased study text books
- ▶ Held study group via “conference calls”
- ▶ Reimbursed for exam fee



On-going support for IBCLCs

- ▶ Annual GOLD Lactation Conference registration
- ▶ Monthly BF and BFPC Coordinators calls
- ▶ Reimburse for recertification
(by CERPs or by Exam)



What do IBCLCs do in Oregon WIC Clinics?

- ▶ Often serve as the local agency BF Coordinator
- ▶ We require that the local BFPC coordinator also be an IBCLC
- ▶ Train and mentor staff to address common BF situations in WIC
- ▶ Community connections: local BF coalition members



Milk Mob (BF Champion) Training in June in Portland

- ▶ Course developed in Wisconsin - trained all Wisconsin WIC staff
- ▶ Focus on developing care plans for common BF problems
- ▶ Uses in-person and telephone triage tools to improve BF outcomes
- ▶ Day 3 - "Train the Trainer" session - must be an IBCLC to attend



Looking Ahead

- ▶ Working with Coordinated Care Organizations (CCOs) under Oregon's Medicaid waiver and Healthcare Transformation to expand access to ACA required lactation services
- ▶ Exploring licensure for IBCLCs



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