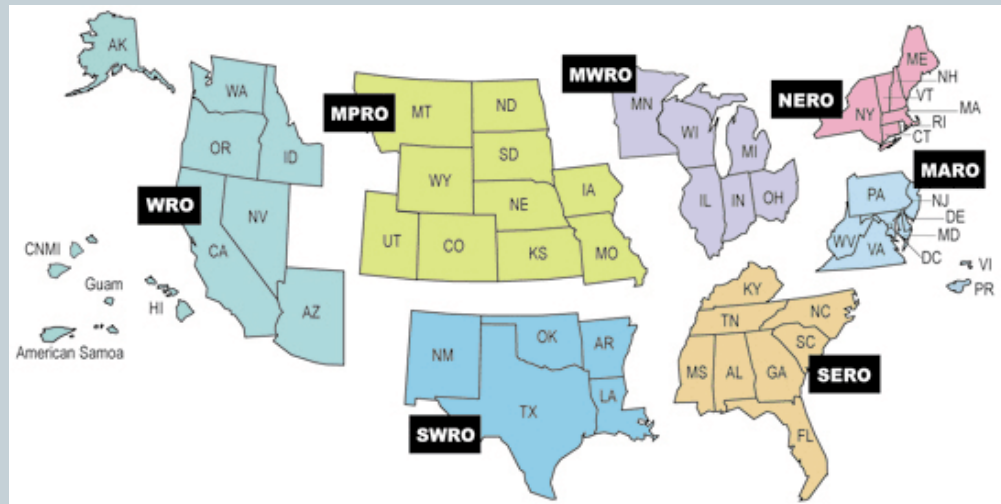


WIC: NORTHEAST REGIONAL BRIEFING



MONDAY, MARCH 9TH 2015
CAPITOL VISITOR CENTER



4 Pillars of WIC Service



**Nutrition
Education**

**Breastfeeding
Promotion
and Support**

**Referrals to
Healthcare
and Social
Services**

**Nutritious
Food Package**

3 Policy Areas



**WIC Food
Packages**

**Annual
Appropriations**

**Child Nutrition
Reauthorization**

2 Main Impacts

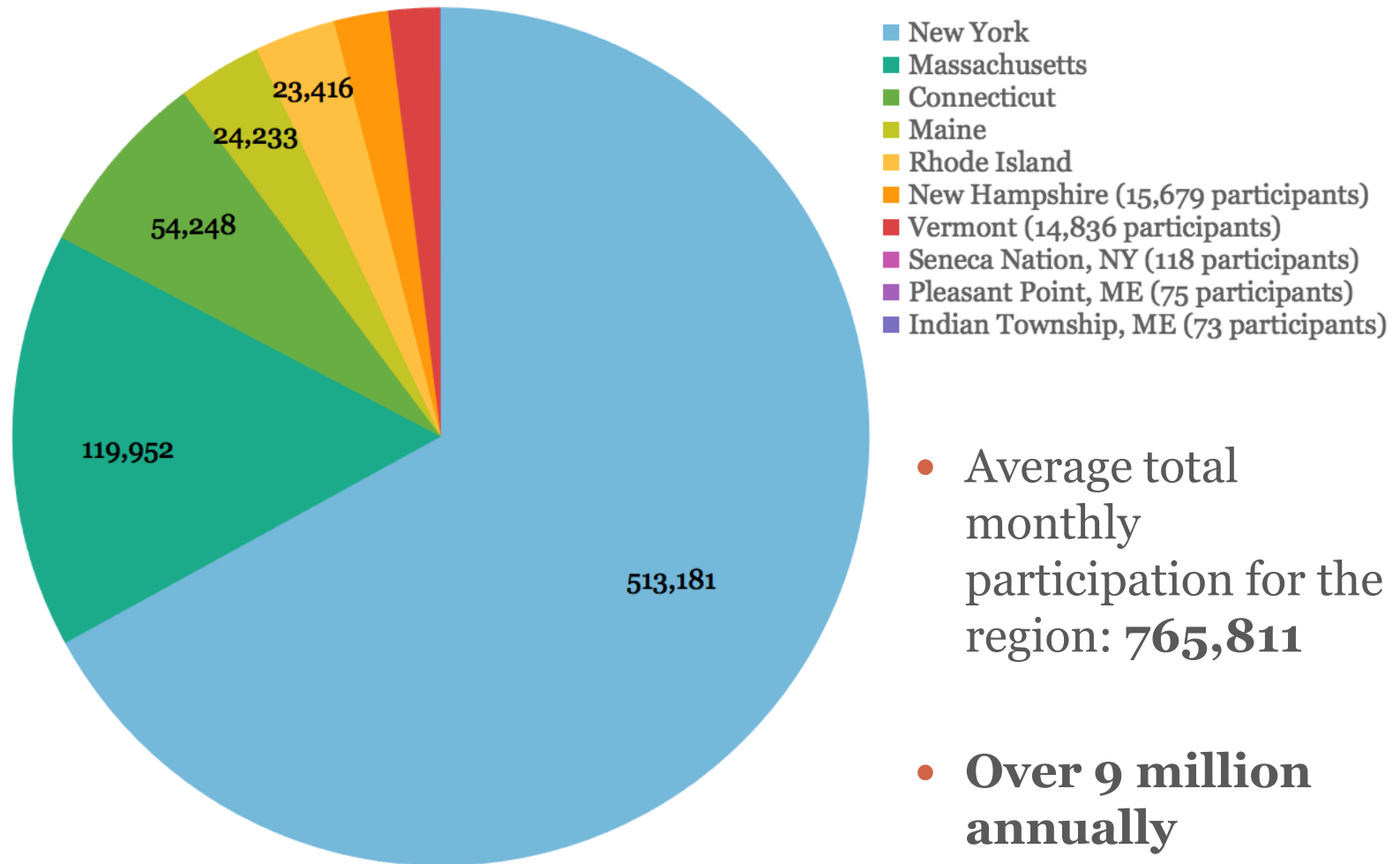


**1. Improves
Health
outcomes**

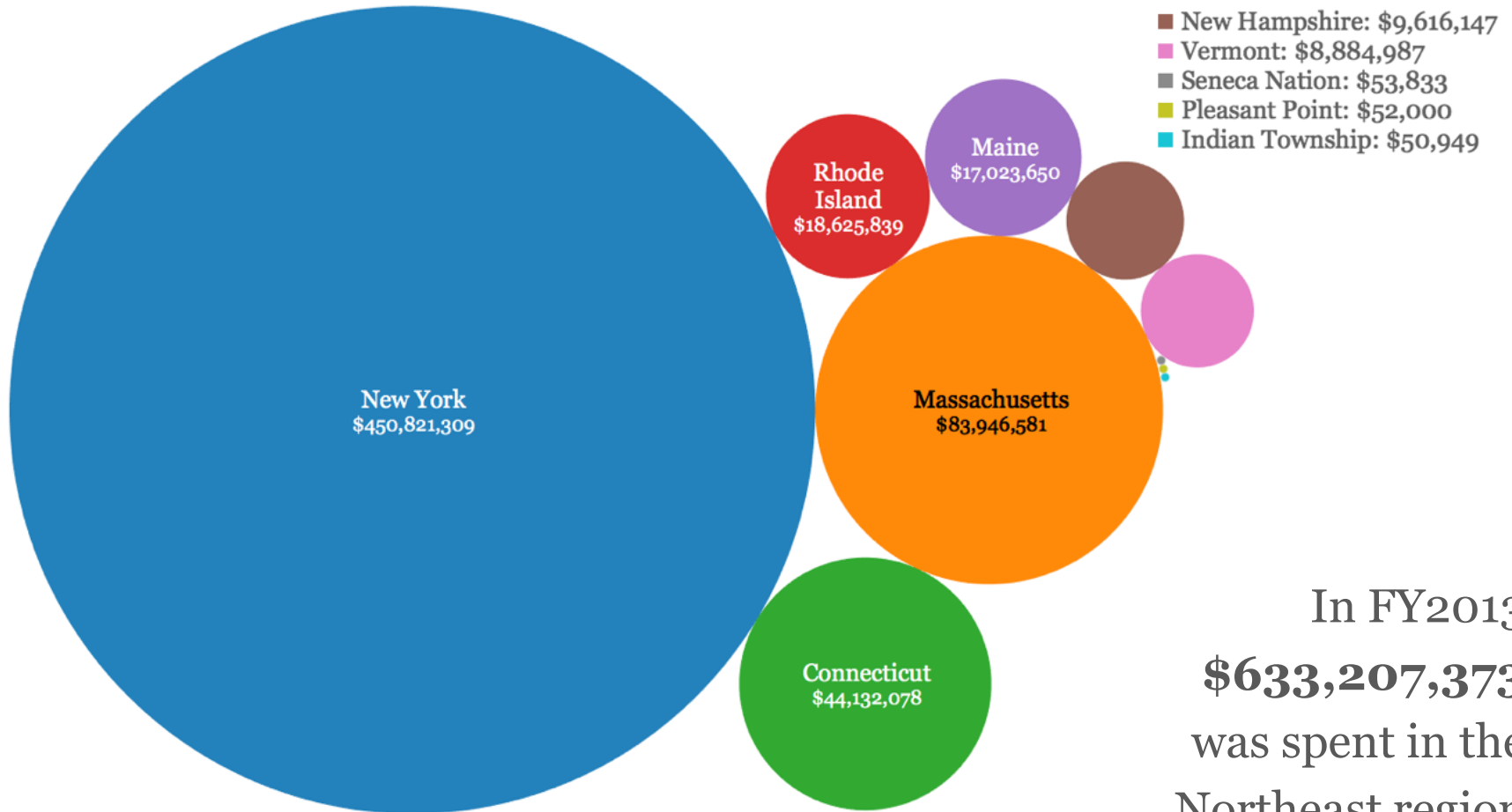
**2. Decreases
Healthcare
costs**



FY2013 average monthly total participation



In-State Spending (FY2013)



In FY2013
\$633,207,373
was spent in the
Northeast region
through WIC

Breastfeeding rates: Great progress

% increases in
breastfeeding rate
between 1998 and
2012

New Hampshire	36%
New York	34%
Rhode Island	30%
Connecticut	28%
Massachusetts	23%
Vermont	23%
Maine	15%
Seneca Nation	11%



Source: USDA 2012 WIC Participant and Program Characteristics (PC) Report.

VERMONT

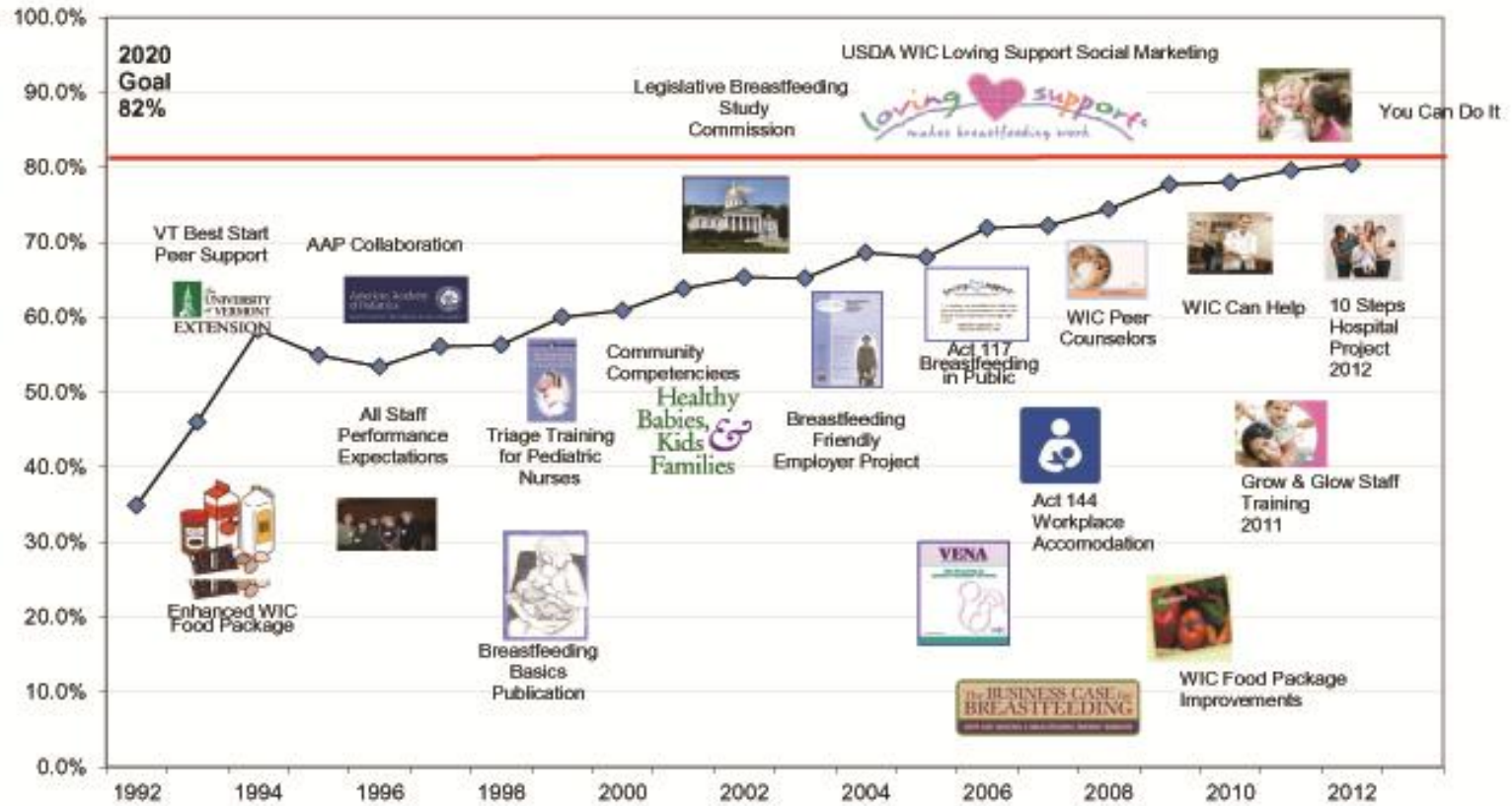


Breastfeeding Initiation in Vermont

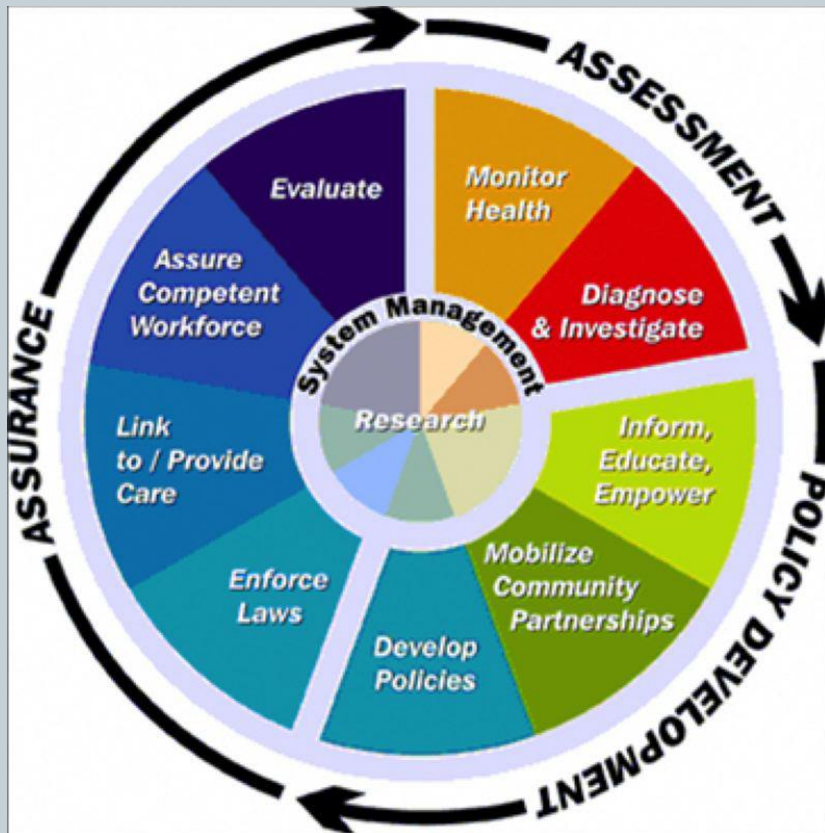


A PUBLIC HEALTH APPROACH

Breastfeeding Initiation - Vermont WIC Mothers 1992-2012



WIC & Public Health Essential Services



- Monitor health status
- Diagnose and investigate issues
- Inform, educate and empower
- Mobilize community action
- Develop policies
- Enforce laws
- Link people to care
- Assure competent workforce
- Evaluate

MASSACHUSETTS



Massachusetts



THE WIC CARD

-

THE GOOD FOOD PROJECT

-

**WIC/HOSPITAL COLLABORATION
FOR BREASTFEEDING**

The WIC Card



- Selected FIS/CDP as the development/implementation contractor in July 2013
- Project Kickoff Meeting October 2013
 - Team concept with one goal
 - Schedule milestones
 - Open Communications
 - Accountability
- Pilot – Western Massachusetts, July 2014
 - 2 local programs, 3 sites, 20 vendors, 2,600 participants
- Statewide Rollout in 5 phases during the month of October 2014
 - 33 local program, 117 sites, 970 vendors, 122,500 participants

Communication Mattered



- A good project manager was the key to our success
 - Weekly meetings
 - ✦ Contractor/Developers
 - ✦ Individual meetings with key units at the WIC office - Operations, Vendor, Helpdesk
 - ✦ Weekly All Hands on Deck Meeting
 - Daily touch point
 - ✦ During Pilot implementation and rollout
 - Results of pre-go live visits with area vendors and local programs – No Surprises!

Post Implementation Survey Results



Goal: Our goal is to assess how well WIC Card implementation is working at both the state office and the WIC location program sites now that we have rolled out the WIC Card statewide.

Timeline: Dec 1- Dec 4

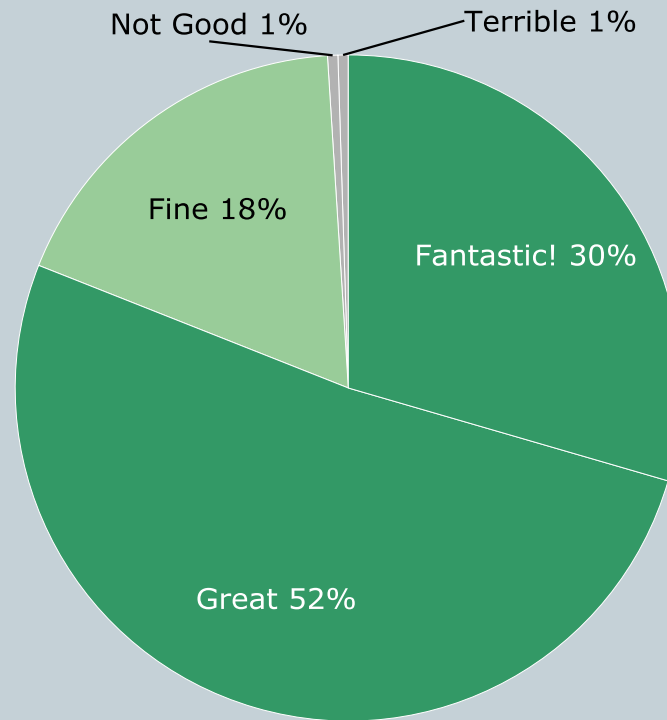
At least one representative from 33/35 LPs completed the survey

Response rate: 33% (202 completed surveys)

Overall, WIC Card has been well received!



- How would you rate your overall experience with WIC Card? n=200

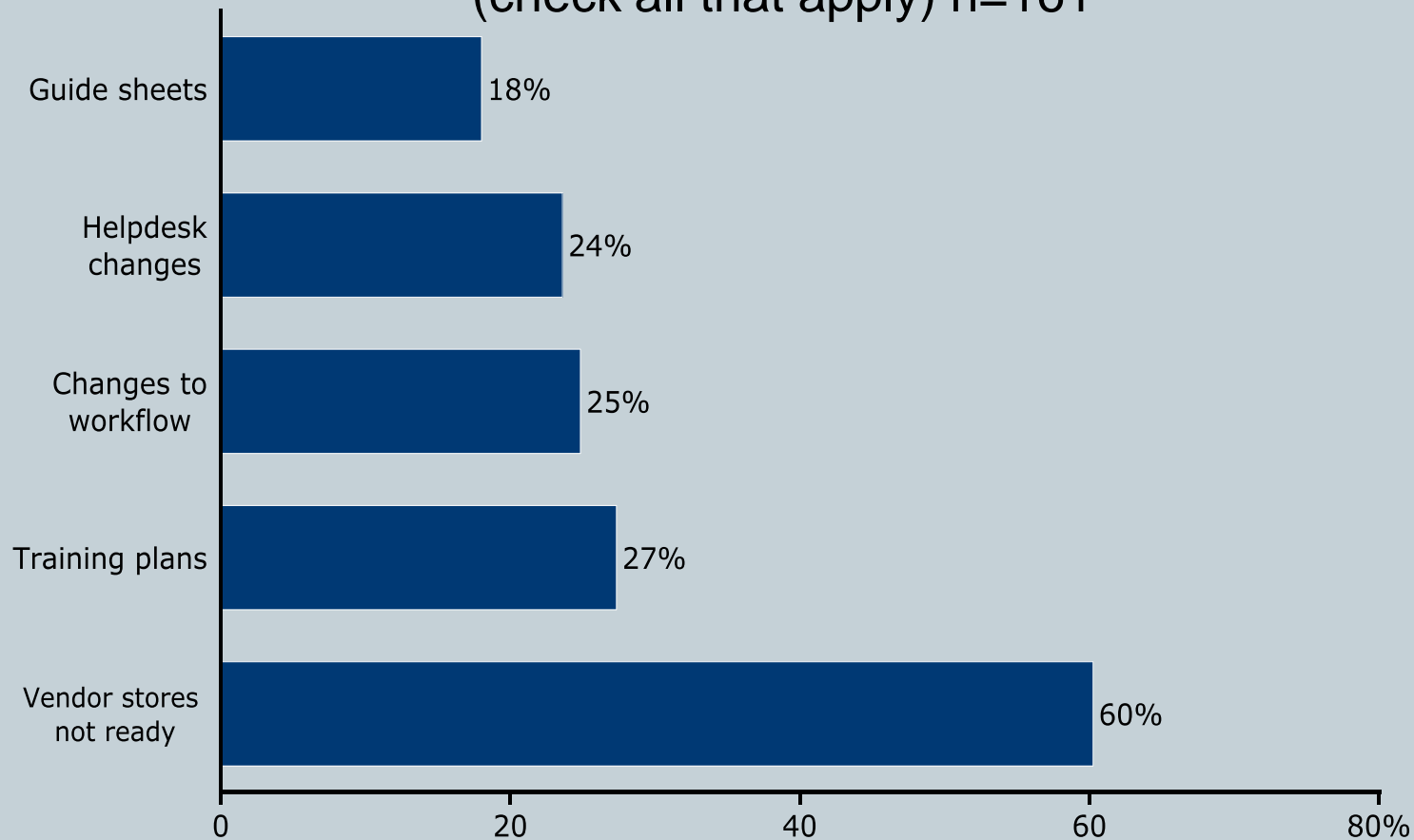


Store readiness biggest area for improvement



- In what areas would better communication have helped?

(check all that apply) n=161

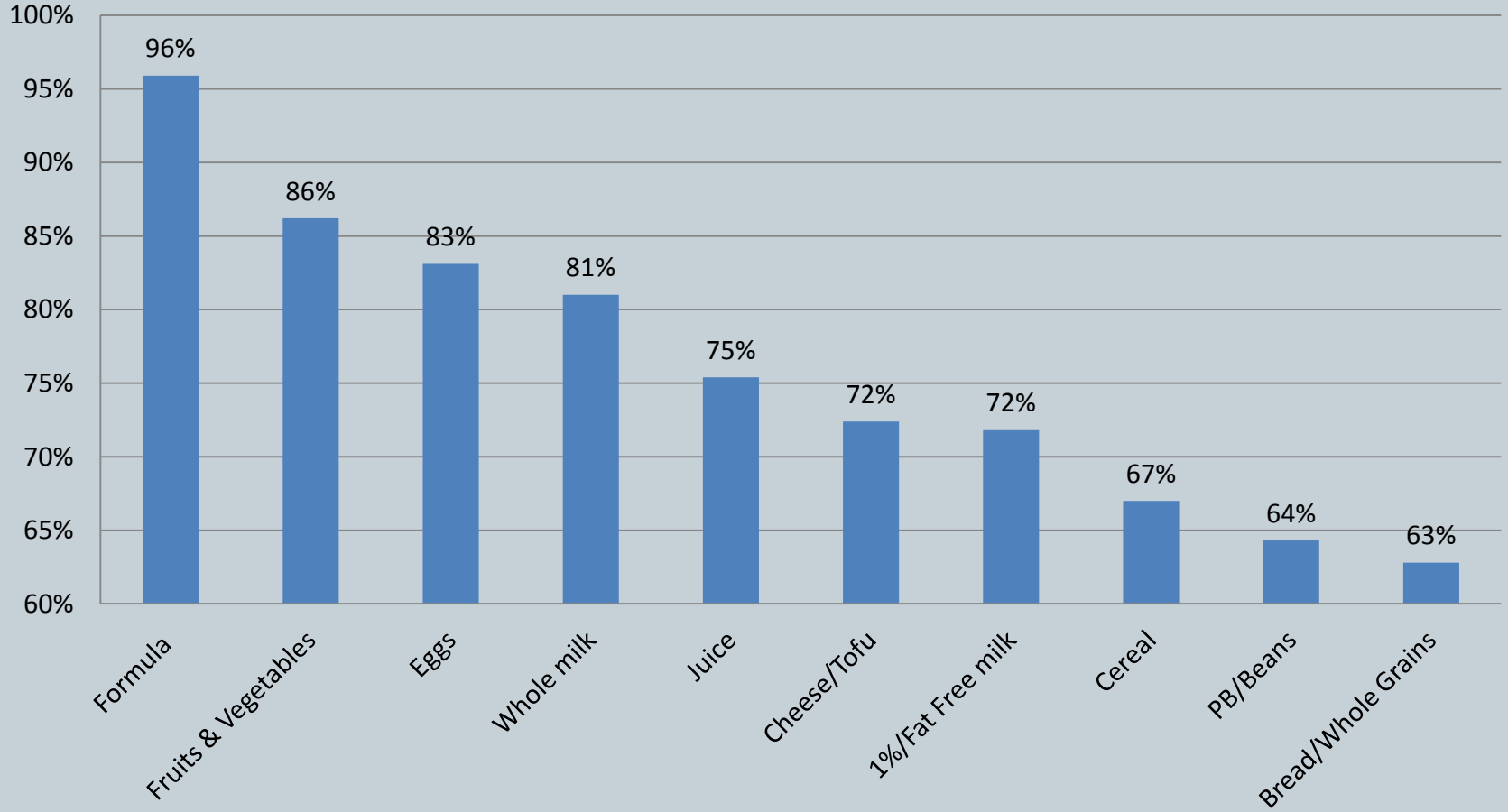


Currently....



- Typical struggles – PIN resets, forgotten passwords
- WIC Approved Foods issues – “You mean I can’t buy almond milk anymore?!?”
- Offering the JPMA app to help participants know their benefit balance in real time and identify WIC approved foods in the store

Redemption For November 2014



The Good Food Project



FY'14 WIC Special Project Grant

Our Proposal



Good Food and a Whole Lot More: A Recipe to Increase Child Retention and Improve Utilization of the Food Package in the Massachusetts WIC Program...a.k.a. **The Good Food Project.**



Offering more hands-on, varied nutrition education opportunities to better engage caregivers and children so that they are more likely to continue to participate in the program

Project Goals



Goal 1: Perform formative research

Goal 2: Design the intervention to provide training, resources, and support to local WIC programs

Goal 3: Implement the intervention with 5 pilot programs representing MA WIC's geographic/demographic diversity

Goal 4: Evaluate the impact of the intervention on child retention, participant and staff satisfaction, and utilization of the WIC benefits

Goal 5: Disseminate best practices and lessons learned

The Good Food Project



Nutrition Education Opportunities

- Recipe swaps
- Food tastings and hands-on learning through food demonstrations
- Cooking classes/groups for parents and children
- Grocery shopping tours
- Videos
- Online nutrition education
- Online presence and social media including blogs, Twitter and Pinterest



Who are our partners?



- WIC local program pilots
- WIC parents (as part of the GFP Work Group)
- Share Our Strength/Cooking Matters
- DTA/SNAP
- Market Street Research
- Additional partners TBD



WIC/Hospital Collaboration



- Ongoing partnership with CDC-funded obesity project at DPH to support hospitals to achieve Baby-Friendly designation
- Recent CDC Breastfeeding Supplement grant allowed development of free CMEs for physicians
www.northeastern.edu/breastfeedingcme
- MCH Block Grant Technical Assistance project training DPH/WIC staff to support hospitals in various phases of BFHI designation
- OA project supports development of breastfeeding education materials that promote WIC and ensure consistent messaging aligned with 10 Steps

NEW YORK



New York: Part II WIC Peer Counselor Expanded Hospital Breastfeeding Project :

***A Collaborative Between MCH/Labor and
Delivery Towards Achieving Baby Friendly
Designation.***

**Alma Lou Brandiss MPH
WIC Program Director
Eastside WIC Program**

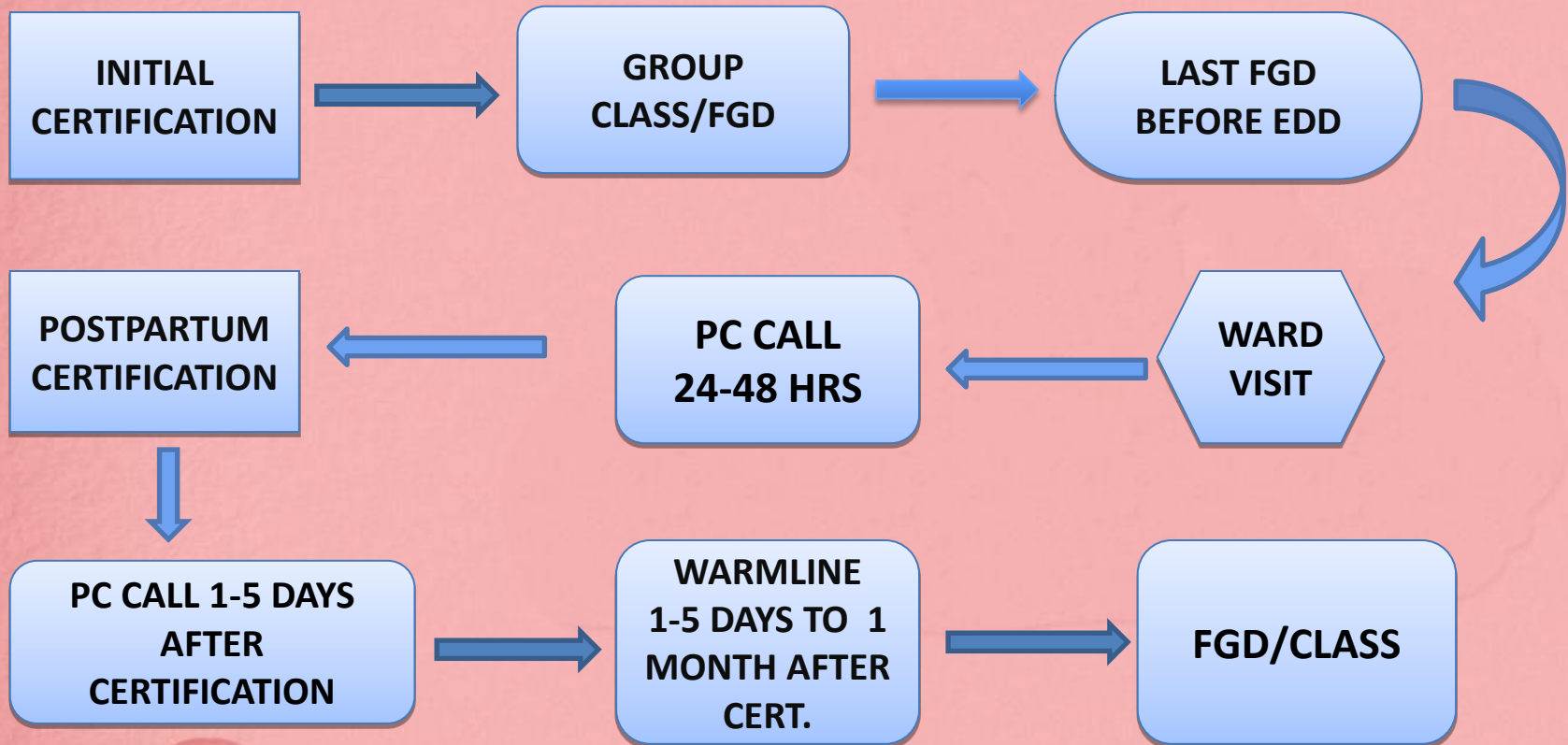


Program Overview:

The project is geared towards providing a continuum of care for WIC prenatals from certification to delivery through monitoring and support at targeted intervals.



PROGRAM STAGES/ACTIVITIES:



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A2 FFY 2015 Breastfeeding Progress Report

FFY 2015 Breastfeeding Progress Report

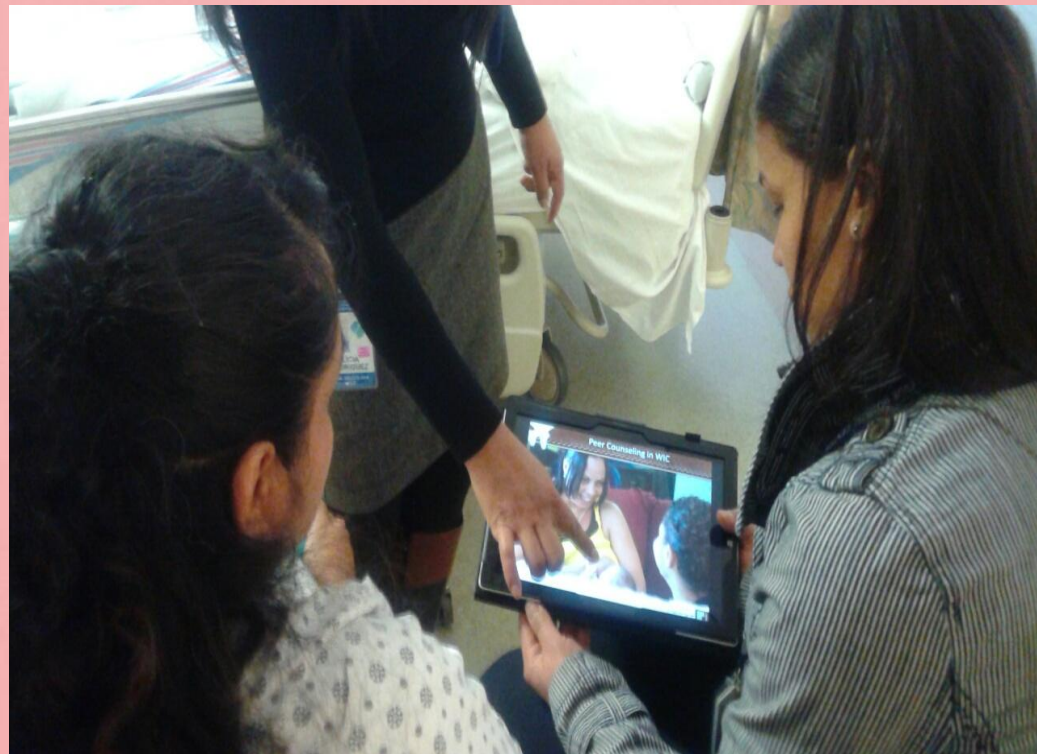
Name		Phone	Prenatal		Record		Prenatal				Breastfeeding										
Last	First	Number	Bellevue	Other	WIC	MRN	Cert. Date	EDD	Plan to BF	Last FGD before EDD	Peer Counselor Follow-up after delivery					BF Status from Ward					
											Deliver at:	Delivery Date	Ward Visit	PC Call 24 to 48 hrs	Cert. Date	PC Call 1 to 5 days after cert.	At Ward Visit (before cert)	At Recert (1st Mo)	PC F/U call (after recert)	2nd Mo	3rd M
Montiel	Teresa	347-774-6890	y		25419885	1446388	3/21/2014	1-Nov	y	18-Sep	Bellevue	19-Oct	10/21 AR	10/22 AR	10/29/2014	10/31 AR	FBF	FBF	**	FBF	FBF
Tapia	Jenny	646-659-1334	y		35438741	3619819	5/20/2014	1-Nov	y	20-Aug	Bellevue	28-Oct	10/29 AR	11/3 MN	11/13/2014	11/18AR	MBF	FBF	FBF	FBF	FBF
Melendez	Marisol	646-4766961	Y		48344439	3614169	4/22/2014	1-Nov	Y	15-Oct	Bellevue	20-Oct	10/21 AR	10/28 AR	11/5/2014	11/10 MN	FBF	SBF	MBF	MBF	MBF
Mahmoud	Farida	917-943-8235	Y		35442097		10/2/2014	2-Nov	Y		Bellevue	27-Oct	10/28 AR	10/30 MN	10/30/2014	11/3 MN	FBF	FBF	FBF		
Ramirez	Elsa	646-745-7677	y		25436967	1147477	5/12/2014	2-Nov		13-Sep	Bellevue	5-Nov	11/5 AR	11/10 MN	11/10/2014	11/13 MN	SBF	FBF	FBF	MBF	MBF
Tlaxoxolal	Soyla	646-474-4324			35428290		6/12/2014	3-Nov	y	13-Nov	Bellevue	24-Nov	11/25 AR	11/28 MN	11/28/2014	12/10 AR	FBF	FBF	PP	FBF	FBF
Seck	Gnagna	646-420-2741			35403931		3/21/2014	3-Nov		20-Aug	Bellevue	30-Oct	10/31 AR	n/a	11/3/2014	11/6/2014	MBF	FBF	FBF	FBF	FBF
Delacruz	Norma	347-569-1076			25428464		4/3/2014	3-Nov		1-Oct	Bellevue	4-Nov	11/5 AR	11/7 AR	11/7/2014	11/13 MN	MBF	FBF	FBF	FBF	FBF
Narea	Johanna L	347-600-1225			24924768		4/1/2014	4-Nov	y	1-Oct	Bellevue	9-Nov	11/12 AR	11/14 AR	11/14/2014	12/10 AR	MBF	MBF	MBF	MBF	MBF

PC WARD VISIT :

**COLLABORATION WITH HEAD NURSE
OF LABOR AND DELIVERY**



PC Ward Visit After Delivery



**Show and Tell
Loving Support Platform
with Surface Pro 3**

Labor and Delivery Dept. Fax All Discharges To PC For 24 hrs. Follow-Up after Discharge








10/2014 1:14 PM FAX

0915114
9:AM

Bellevue Hospital Center
Maternal child Health Services
WIC Breastfeeding Collaboration
24 Hour Discharge Notice List

September 13 20
Faxed @ 2:03 PM

Note: Please fax completed form in the afternoon of all the potential discharges for the next day to the WIC Office (212) 562- 3539.

Patient Name and MRN# (Use	Tel. Phone Number	Comments
 <p>LEMA, MARIA 07/02/1978 F ADM: 09/11/14 MRN: 3610596 3610596-24 Bellevue Hospital Center Pr: 9/11/2014 08:44</p>	(917) 567-5572	D/c home on 9/14/14
 <p>TORRES, ISABEL 11/17/1974 F ADM: 09/11/14 MRN: 3523594 3523594-18 Bellevue Hospital Center Pr: 9/11/2014 23:07</p>	(347) 858-1700	D/c home on 9/14/14
 <p>MURAZNO, MARLENE 08/24/1973 F ADM: 09/11/14 MRN: 3549448 3549448-35 Bellevue Hospital Center Pr: 9/11/2014 19:29</p>	(347) 659-0605	D/c home on 9/14/14
 <p>BRUZ, CATIA 04/08/1983 F ADM: 09/12/14 MRN: 3312966 3312966-126 Bellevue Hospital Center Pr: 9/12/2014 09:30</p>	(917) 407-3712	D/c home on 9/14/14
 <p>YURENA YERINA 01/25/1987 F ADM: 09/12/14 MRN: 1080878 1080878-134 Bellevue Hospital Center Pr: 9/12/2014 01:27</p>	(312) 388-1025	D/c home on 9/14/14
 <p>CARRANZA, MADELYN 02/06/1995 F ADM: 09/11/14 MRN: 3599868 3599868-25 Bellevue Hospital Center Pr: 9/11/2014 03:01</p>	(917) 615-5689	D/c home on 9/14/14
 <p>GARRETO, ANA MARIA 08/28/1980 F ADM: 09/11/14 MRN: 3122764 3122764-67 Bellevue Hospital Center Pr: 9/13/2014 13:49</p>	(347) 455-6029	D/c home on 9/14/14



PC Follow – Up on 24 Hours Discharge Warm-Line (BF Helpline) PC Support (7- 9pm)

Bellevue Hospital Center
New York, New York

BHC/MCH/BF Collaboration Follow-up on 24 Hours Discharge

Transmitted: _____

Date received: 5-28-14

Date Follow-up: 05-30-14

Name of Patient	MRN	WIC ID #	Telephone #	Notes
Ardira Paulina	3134917	25437052	(347) 465-4165	she said that continue f.b.f. But she feel pain in the breast like pricks like a milk. I told that do hand express.
Regtounda Aminata	3132709	25437981	(347) 720-8087	she continue F.B.F. Baby has colic. Because she use formula I encouraged try to continue BF. Properly any help. you can call us.
3YKU Anila	3211395	Gouverneur	(1646) 918-6453	MS Anita continue F.B.F. and she received Help Peer counselor. in Gouverneur. I told that any help. she can call us.
Vasquez Melba	1505004	Brooklyn	(347) 241-1291	PC A. Rodriguez left UIM.
HOLMAN SHANIQUE	3621921	Brooklyn	(1917) 688-0620	she's know the BM Benefit And she want's to use MIX.

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A2 FFY 2015 Breastfeeding Progress Report

O P Q R S T U V W X Y Z AA AB AC

Progress Report

Breastfeeding													Notes
Follow-up after delivery			BF Status from Ward Visit to 12 months										
PC Call 24 to 48 hrs	Cert. Date	PC Call 1 to 5 days after cert.	At Ward Visit (before cert)	At Recert (1st Mo)	PC F/U call (after recert)	2nd Mo	3rd Mo	4th Mo	5th Mo	6th Mo	7-9 Mo	9-12 Mo	
10/22 AR	10/29/2014	10/31 AR	FBF	FBF	**	FBF	FBF	FBF	FBF	FBF			
11/3 MN	11/13/2014	11/18AR	MBF	FBF	FBF	FBF	FBF	FBF					
10/28 AR	11/5/2014	11/10 MN	FBF	SBF	MBF	MBF	MBF	SBF	SBF	SBF			
10/30 MN	10/30/2014	11/3 MN	FBF	FBF	FBF								
11/10 MN	11/10/2014	11/13 MN	SBF	FBF	FBF	MBF	MBF	MBF	MBF				went back to work
11/28 MN	11/28/2014	12/10 AR	FBF	FBF	PP	FBF	FBF						
n/a	11/3/2014	11/6/2014	MBF	FBF	FBF	FBF	FBF	FBF					
11/7 AR	11/7/2014	11/13 MN	MBF	FBF	FBF	FBF	FBF	FBF	FBF	FBF			
11/14 AR	11/14/2014	12/10 AR	MBF	MBF	MBF	MBF	MBF	SBF	SBF	SBF			
11/24 MN	12/8/2014	12/10 MN	SBF	MBF	SBF	SBF	SBF	SBF					
11/14 AR	11/14/2014	n/a	MBF	FBF	n/a	FBF	FBF						
11/13MN	11/13/2014	11/17MN	FBF	SBF	SBF	SBF	SBF	SBF					
11/17 MN	11/25/2014	12/10 AR	FBF	FBF	FBF	FBF	FBF	FBF					
11/3 MN	11/3/2014	11/18 AR	FBF	FRF	FRF	FRF	FRF	FRF					

OCT EDD NOV EDD DEC EDD JAN EDD FEB EDD MAR EDD APR EDD MAY EDD JUNE EDD JULY EDD

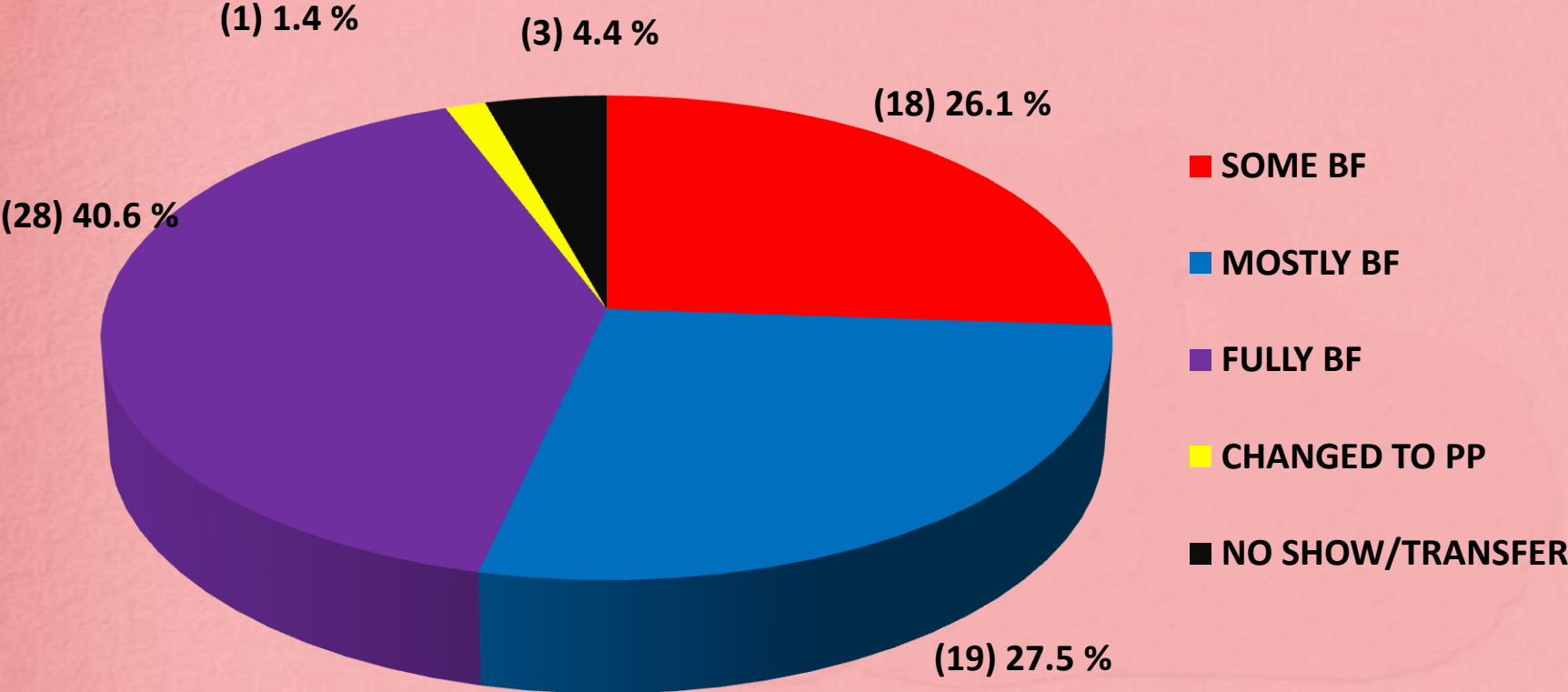
MEASURING PROGRAM SUCCESS : DATA ANALYSIS/INTERPRETATION

PRESENT STATUS OF BF WOMEN BEING MONITORED BY THE PROGRAM WHO DELIVERED FROM OCT-NOV 2014

PARTICIPANT STATUS	WARD VISIT (OCT-NOV 2014) POST-DELIVERY	INITIAL CERTIFICATION BF/INFANT	PRESENT STATUS (FEBRUARY 2015)	% SHARE
SOME BREASTFEEDING	14	15 (+7.1%)	18 (+20.0%)	26.1 %
MOSTLY BREASTFEEDING	26	23 (-11.6%)	19 (-017.4%)	27.5 %
FULLY BREASTFEEDING	29	31 (+7.0%)	28 (-9.7%)	40.6 %
CHANGED TO POSTPARTUM FROM MOSTLY BREASTFEEDING	0	0	1	1.4 %
“NO SHOWS” FROM FULLY BREASTFEEDING	0	0	3	4.4 %
TOTAL	69	69	69	100.

NOTE: At present status, 1 MBF mom changed to PP, 2 MBF changed to SBF.
3 FBF moms were “No Shows”

PRESENT STATUS AFTER 4 MONTHS



“WHILE BREASTFEEDING MAY NOT SEEM THE RIGHT CHOICE FOR EVERY PARENT, IT IS THE BEST CHOICE FOR EVERY BABY.”

- AMY SPANGLER

