

Reinforcing WIC's Impact: Community, Policy and Systems Changes in Loudoun County, Virginia

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NWA Leadership Conference

February 27th, 2017

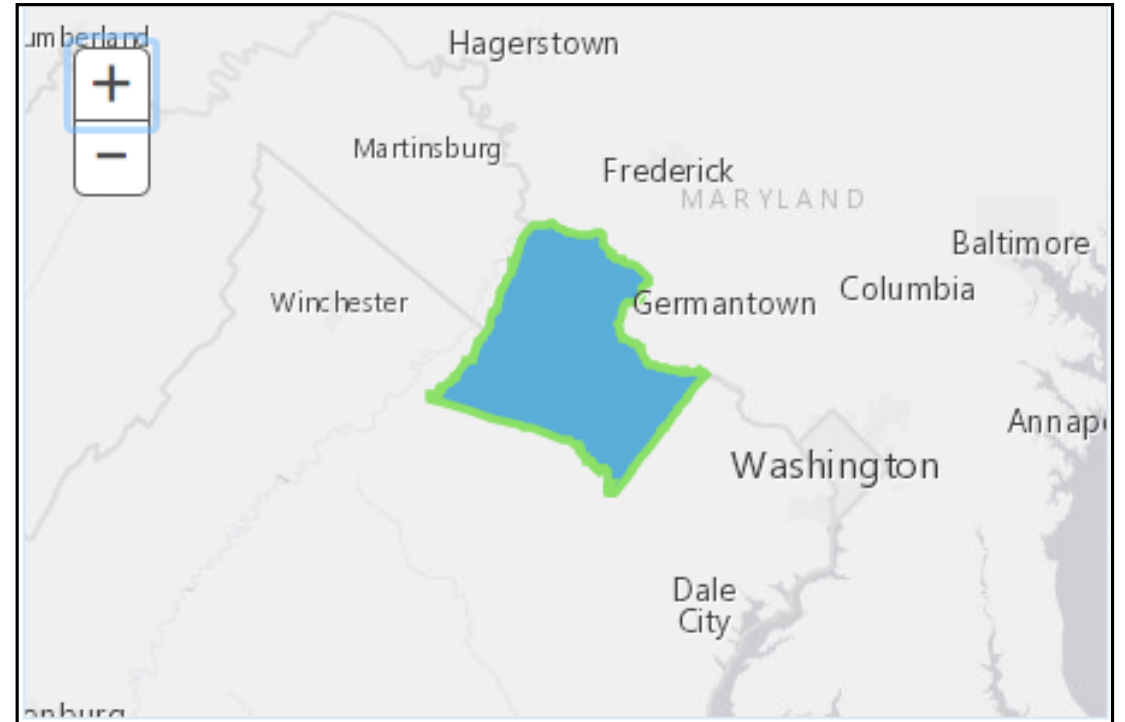
Washington, DC



Loudoun County, Virginia



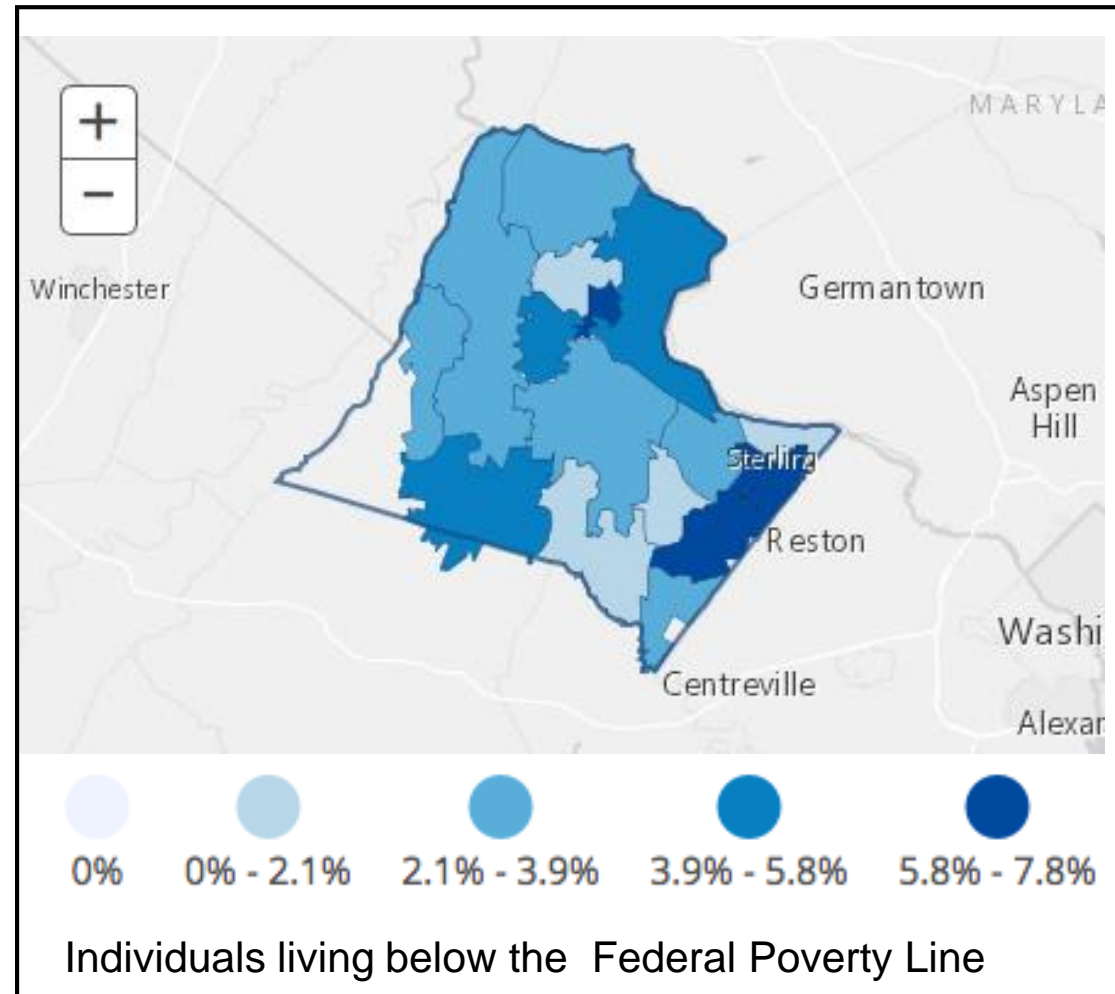
- Population: 379,575
 - more than doubled since 2000
- Median household income ~\$118,000
- #1 Health Outcomes in Virginia



Loudoun County, Virginia



- 20% born outside the United States
- Increasingly diverse
 - 17% Asian
 - 14% Hispanic
 - ~40% increase in a decade
 - 7% Black
- 4% living below federal poverty line
 - 12% Hispanic / Latinos
- 9 % uninsured
 - 5% of children
- 50% children at FQHC are overweight or obese



Loudoun County WIC



- 2 clinics
- ~2500 caseload
- Staffing
 - WIC Coordinator
 - Breastfeeding Coordinator
 - 2 Nutritionists
 - 2 Nutritionist Associates
 - Nutritionist Assistant
 - 2 Breastfeeding Peer Counselors

Loudoun County Health Department



- Virginia Department of Health
- Public Health Accreditation Board
- Divisions:

Community Health

Patient Care Services:

WIC

Family planning

Immunizations

Communicable diseases

Dental

Obesity and Chronic Disease Prevention

Environmental Health

LCHD Obesity and Chronic Disease Prevention: Community Prevention



Understanding and impacting how the community affects the ability of the individual and family to prevent chronic disease and achieve optimal health

- Policy, Systems and Environmental Change approach
- Foster and sustain a culture of health

Community Partnerships for Healthy Mothers and Children (CPHMC)



Funding : CDC's Division of Community Health
→ NWA + ACOG → 32 WIC agencies

Goal: Build and strengthen community infrastructure to implement population-based strategies to improve communities' health.

- a. Access to healthy food environments
- b. Access to community health management services, like WIC.
- c. Build and enhance community partnerships, perform community needs assessment



LCHD CPHMC Team

Leadership Team

Project Coordinator

Physician Advisor

WIC participant

George Mason University Department of Nutrition

Loudoun Pediatric Obesity Coalition

Students – Masters practicum students from GMU and other partnering institutions

Loudoun Pediatric Obesity Coalition



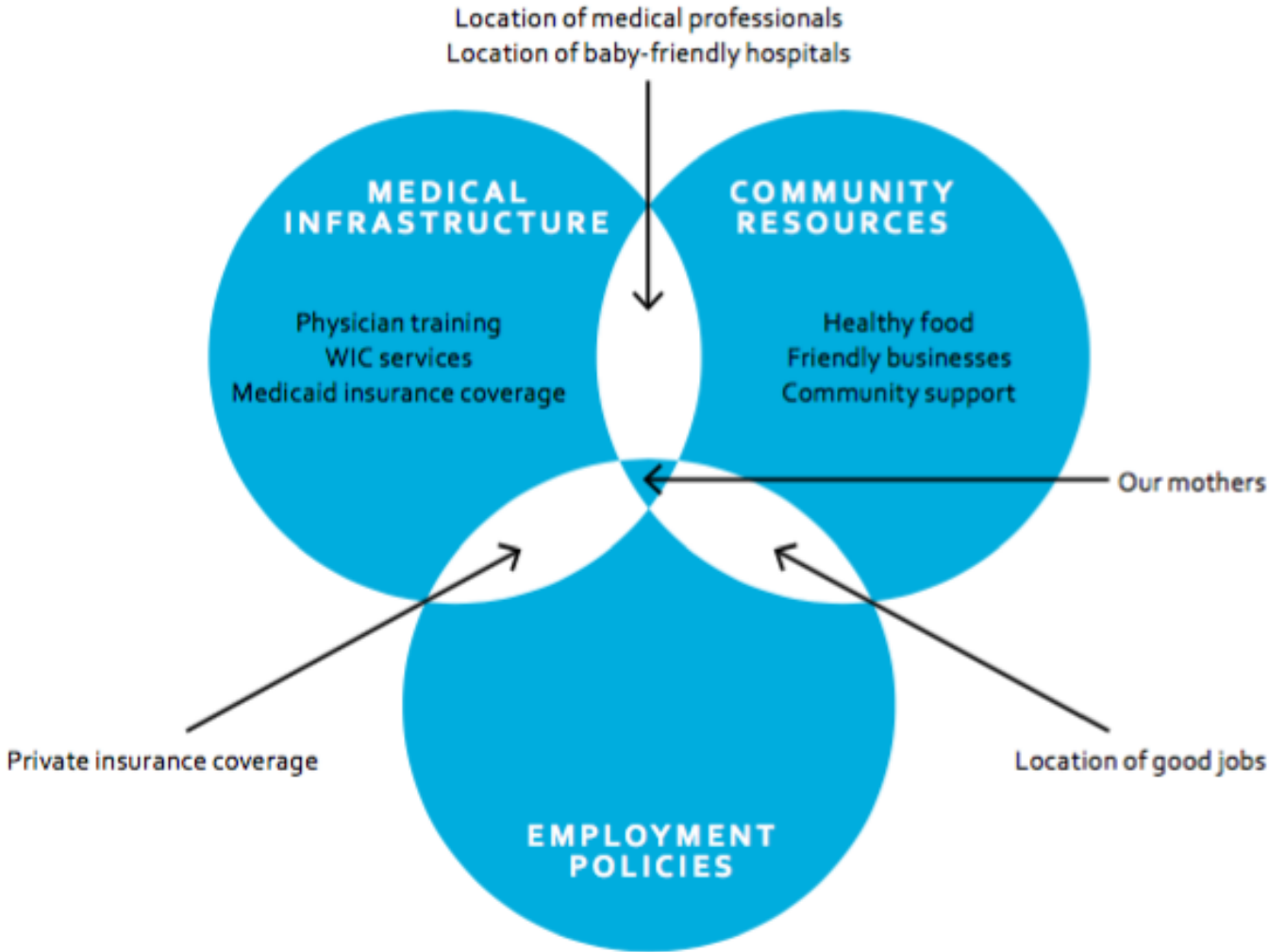
- Founded 2013
- More than 55 members from over 30 organizations including: Loudoun County Health Department, Northern Virginia Family Services, George Mason University, Loudoun Hunger Relief, Connect Northern Virginia, Loudoun County Public Schools (School Nutrition, School Health), Safe Routes to School, Head Start, Girls on the Run, Loudoun Vegg, Loudoun County Home Grown Market Cooperative, HealthWorks (FQHC), InTotal Health ...
- Meets monthly – average attendance ~20 organizations.
- Working coalition facilitating strong community multi-sector collaboration.

LCHD Obesity and Chronic Disease Prevention: Community Prevention



- Access to nutritional food and fresh produce
- Breastfeeding promotion
- Water consumption

Breastfeeding Disparities: First Food System





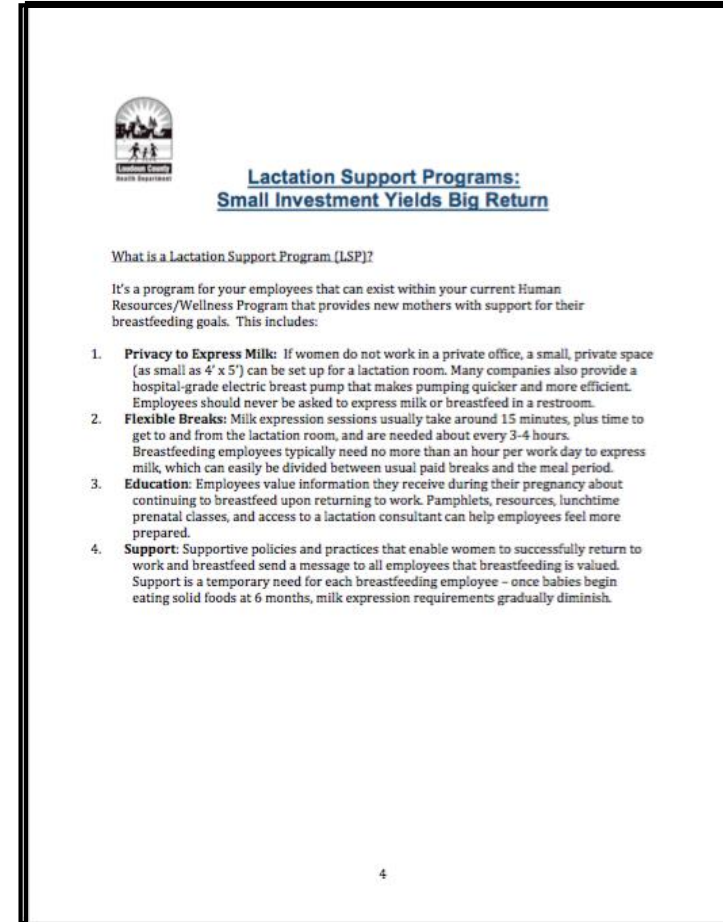
Employment Policies: Introducing Lactation Support Programs to the Business Community

Loudoun County Business Case for Breastfeeding Toolkit

- Based on the US Health and Human Services Business Case for Breastfeeding Toolkit

Presented to stakeholders:

- Chamber of Commerce events
- Society for Human Resource Management events
- Individual meetings with interested local businesses and government agencies




Employment Policies: Loudoun County Government as Case Study



Comprehensive Lactation Support program – first in VA

- Lactation Support Policy, effective July 1, 2016
- Educational materials include insurance benefits
- Two permanent breastfeeding rooms

	Loudoun County Government Administrative Policies and Procedures
Title: Lactation Support Program	Effective Date: 7/1/2016
Number: HR-42	Date Last Reviewed/Revised: N/A
	Date of Next Review: 7/1/2018

PURPOSE: The purpose of this administrative policy is to establish formal procedures for administering the County's lactation support program.

I. BACKGROUND

The Patient Protection and Affordable Care Act ("Affordable Care Act") amended [section 7 of the Fair Labor Standards Act](#) ("FLSA") in 2010, to include protection for breastfeeding employees. The amendment requires that employers provide breastfeeding employees with "reasonable break time" and a place, other than a bathroom, that is shielded from view and free from intrusion by co-workers and the public, which may be used by an employee to express breastmilk during the workday, up until the child's first birthday.

II. POLICY STATEMENT

Loudoun County provides a supportive environment to enable breastfeeding employees to express their milk during work hours. This includes a County-wide lactation support program administered by the Department of Human Resources through the Wellness Program, which provides new mothers with support for their breastfeeding goals.

III. COVERED EMPLOYEES

All employees who are nursing a child under age one (1) and who choose to continue providing breast milk for their infants after returning to work.

IV. LACTATION SUPPORT

Covered employees will be accommodated for up to one year after the birth of the child to express milk while at work.

1

Employment Policies: Loudoun County Government as Case Study



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Loudoun County is pleased to announce a designated lactating room for employees.

The Nursing Moms Lounge is located at the Government Center on the 4th floor.

Lounge Amenities:

- ◆ A small refrigerator reserved for the specific storage of breastmilk
- ◆ Quite, comfortable seating
- ◆ A private space that mothers may reserve for expressing milk

Reserving the Lounge:

- ◆ Obtain access to the shared Outlook calendar by contacting the HR Receptionist at extension 0213.
- ◆ To reserve the lounge, access the shared Outlook calendar at: ROOM-GOVC-NURSING MOMS LOUNGE 4TH FL.
- ◆ To access the lounge, please request an access key card from our HR's front counter.

Outside the Government Center:

Other locations at Loudoun County facilities for nursing moms include one at the Department of Parks, Recreation & Community Services' Administrative Offices.

If you need lactation accommodation, please work with your supervisor and the Employee Relations Team in the Department of Human Resources to determine how best to accommodate your needs while still accomplishing your job duties. If your office location is outside the government center, and it is not convenient to use the nursing room at the Govt. Center, please contact your HR Liaison to locate a private room that may be used to express milk.

Encouraging Quotes About Breastfeeding

"A newborn baby has only three demands. They are warmth in the arms of its mother, food from her breasts, and security in the knowledge of her presence."
Breastfeeding satisfies all three.
Grantly Dick-Read, British OB

"The more the child feels attached to the mother, the more secure the child is in the acceptance of him/her & the rest of the world. The more love the child gets, the more he/she is capable of giving. Attachment is as central to the developing child as eating and breathing."
Robert Shaw, M.D.

Did You Know?

- ◆ Babies who are breastfed are generally healthier and achieve optimal growth and development compared to those who are fed formula milk.
- ◆ Breastmilk protects against illness because it contains antibodies that transfer the mother's immunity or resistance to disease to the child. No other milks contain these antibodies.
- ◆ Animal milk and infant formula go bad if left at room temperature (around 20–25 degrees Celsius) for more than two hours. Breastmilk can be stored for up to eight hours at room temperature without going bad. Of course, it is better to safely store all types of milk in a clean, covered container, preferably in a refrigerator.

Loudoun County VIRGINIA
WHERE TRADITION MEETS INNOVATION

Lactation Support Program

Expecting a Baby?

Returning to work after the birth of your child?

Employment Policies: Loudoun County Government as case study



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A hospital-grade electric breast pump purchased by the county's insurance provider

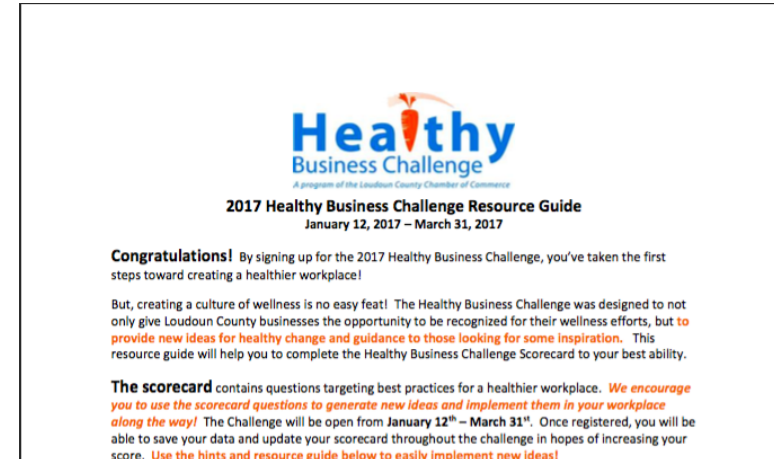


Community Resources: Engaging Multi-Sector Stakeholders



Loudoun County Chamber of Commerce

- Health and Wellness Committee.
- Incorporated comprehensive breastfeeding measures into the annual healthy business challenge



5. Does your company provide training to employees on the Virginia Public Breastfeeding Law § 2.2-1147.1? (hyperlink to Attachment A) (1 point)
- Yes
 - No
6. Does your company have a Lactation Support Program (hyperlink to Attachment B) for employees that includes the following:
- Lactation Support Policy (2 points) (refer to pages 4-6, 11-13 in the LCHD Breastfeeding Friendly Workplace Toolkit)
 - Adequate space to express milk (1 point) (refer to page 4 in the LCHD Breastfeeding Friendly Workplace Toolkit)
 - Educational materials and resources for employees (1 point) (refer to pages 16-21 in the LCHD Breastfeeding Friendly Workplace Toolkit)

Community Resources: Engaging Multi-Sector Stakeholders



- Loudoun Breastfeeding Coalition
 - Breastfeeding Resource Guide
- Live Healthy Loudoun Campaign
 - Community Resource Guide



GENERAL RESOURCES/REFERRALS

2-1-1 Virginia
 Dial 2-1-1 | 211virginia.org
 24 hours a day / 7 days a week
 2-1-1 Virginia is a free service that can help you find the local resources you need. Dial 2-1-1 from anywhere in VA.

Department of Family Services
 703-777-0353 | loudoun.gov
 102 Heritage Way NE, Ste. 103, Leesburg, 20176
 Hours: Mon - Fri 8:30 am - 5:00 pm
 Provides nutritional, financial, housing, and child-care assistance to low-income families. Programs for elderly residents, adoption services, family counseling. Employment and training services, including the Workforce Resource Center.

Loudoun Cares
 703-669-4636 | loudouncares.org
 Hours: Mon - Fri 9 am - 5 pm
 Health and human services referral helpline.

Connect Northern Virginia
connectnorthernvirginia.org
 Community portal for resources in Loudoun and Fairfax.

MEDICAL SAFETY NET

Loudoun County Health Department Leesburg Clinic
 703-777-0236 | loudoun.gov/health
 102 Heritage Way NE, Ste. 100/101, Leesburg 20176
 Hours by appointment only.
 Provides adult and childhood immunizations, dental services, STI and HIV screening.

Loudoun County Health Department Ashburn Clinic
 703-771-5823 | loudoun.gov/health
 45201 Research Place, Ste. 120, Ashburn, 20147
 Walk-in hours Tues 1 - 4:30 pm
 Tuberculosis screening and treatment only.
 Call for more information.

HealthWorks for Northern Virginia
 703-443-2000 | hwnova.org
 163 Fort Evans Rd. NE, Leesburg, 20176
 Hours by appointment only
 Primary care services for children and adults including school and sports physicals and immunizations, dental, nutritional & mental health counseling. All patients accepted regardless of financial/insurance standing. enrollment coordinators on site will assist with sliding scale eligibility. Call for appointment & select option #4.

Loudoun Free Clinic
 703-779-5416 | loudounfreedoc.org
 224-A Cornwall St. NW, Leesburg, 20176
 Hours by appointment only
 Acute, primary and chronic care services for uninsured residents of Loudoun ages 18 - 64 with income eligibility.

MENTAL HEALTH

Crisis Intervention Team Assessment Center
 703-777-5100 appointments
 703-777-0320 emergencies | loudoun.gov
 102 Heritage Way NE, Leesburg, 20176
 Hours: 7 am - 11 pm
 Mental health assistance, including emergency assistance for those experiencing severe emotional crises.

Loudoun County Department of Mental Health, Substance Abuse and Developmental Services (MHSADS)
 703-771-5155 | loudoun.gov/mhsads
 102 Heritage Way NE, Ste. 302, Leesburg, 20176
 21641 Ridgeway Circle, #105, Sterling, 20166

FAMILY SERVICES

Loudoun County Health Department
 703-777-0236 | loudoun.gov
 102 Heritage Way NE, 1st floor, Leesburg, 20176
 Family planning services, including physical examinations, pap smears, pregnancy testing. Also coordinates free prenatal and postnatal care for pregnant women who meet income eligibility requirements.

INMED Partnerships for Children
 703-729-4951 | inmed.org
 Provides one-on-one support and guidance to families in need through in-home visits. Emotional and practical support, healthy parenting and child development, perinatal support.

Inova Loudoun Hospital Family Education
 703-858-6360 | thebirthinginn.org/eclasslist.cfm
 44045 Riverside Pkwy, Leesburg, VA 20176
 Prenatal, childbirth, neonatal CPR and breastfeeding education classes.
 Call or register online.

Loudoun Abused Women's Shelter (LAWS)
 703-771-3973 | lcaj.org
 105 East Market Street, Leesburg, 20176
 Bilingual nurturing parent program. Parenting classes for Loudoun residents. Free.

Birthright of Loudoun County
 703-777-7222 | birthright.org/loudouncountyva
 823 S. King St., Suite 1, Leesburg 20175
 Pregnancy testing, maternity, infant clothes & support.

Mosaic Virginia
 703-729-1123 | mosaic-virginia.org
 19415 Deerfield Ave., #109, Lansdowne, 20176
 Free pregnancy tests, counseling and community referrals for unplanned pregnancies.

INSURANCE ENROLLMENT ASSISTANCE

Inova's Partnership for Healthier Kids
 703-579-7161 | hwnova.org
 Connects eligible children with healthcare/insurance. Assistance with Medicaid, FAMS and other healthcare enrollment.
 Call for an appointment.

HealthWorks for Northern Virginia
 703-443-2000 | hwnova.org
 163 Fort Evans Rd. NE, Leesburg, 20176
 ACA Coordinator on site to assist with insurance applications during open enrollment.

HOMELESS SERVICES

Loudoun Emergency Homeless Shelter
 571-258-3033 | voicethespectrum.org/lhs
 19520 Meadowview Court Leesburg, 20175
 Emergency shelter for singles and families for up to 30 days based on eligibility. Not a walk-in facility.
 Call to begin screening process.

Good Shepherd Alliance
 703-724-1555 | goodshepherdalliance.org
 Provides immediate emergency shelter for families, women, and children and thrift store vouchers for those that qualify.
 Call and press 2 for emergency shelter.

Loudoun Abused Women's Shelter (LAWS)
 703-777-6552 (Hotline) | lcaj.org
 Emergency shelter for victims of domestic violence or sexual assault in a confidential single-family home.

YOUTH SERVICES

Mobile Hope Loudoun
 703-771-1400 | mobilehopeloudoun.org
 Mobile bus and on-site services provides food, personal care items, clothing, school supplies, housing, medical referrals, life counseling & emotional support for homeless, at-risk and precariously housed youth 24 years and younger.
 Call for bus locations and office hours.

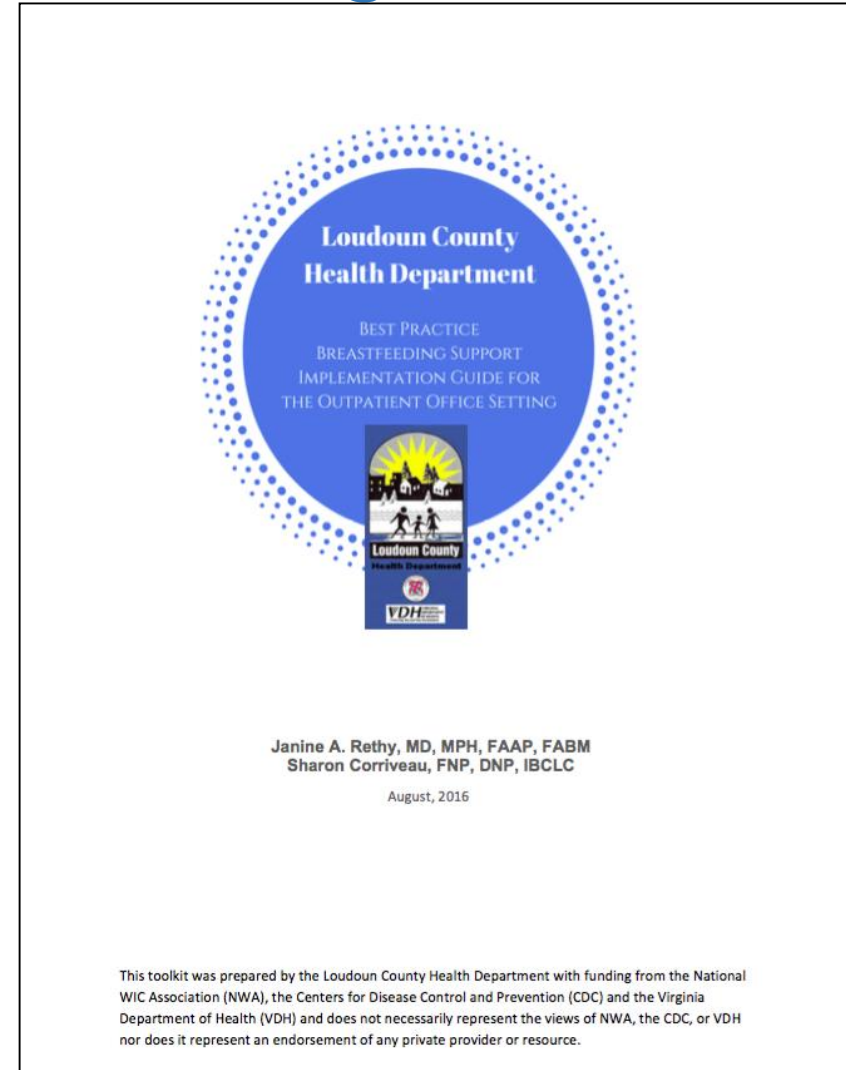
Loudoun County Youth Shelter
 703-771-5300 | lcmhdc.org
 Children can walk-in but Dept. of Family Services will be contacted. Must have referral from court or DFS.

Loudoun Families for Children
 800-552-7096 (hotline) | lconline.org
 Emergency care and respite to children up to 17 with a Loudoun family. Mentoring for children 5-17.



Medical Infrastructure: Training

- Baseline study of health care provider knowledge, attitudes and practices, 2014
- “Loudoun County Best Practice Breastfeeding Support Implementation Guide for the Outpatient Office Setting”
- Certified Lactation Counselor Training



Medical Infrastructure: WIC Assessment

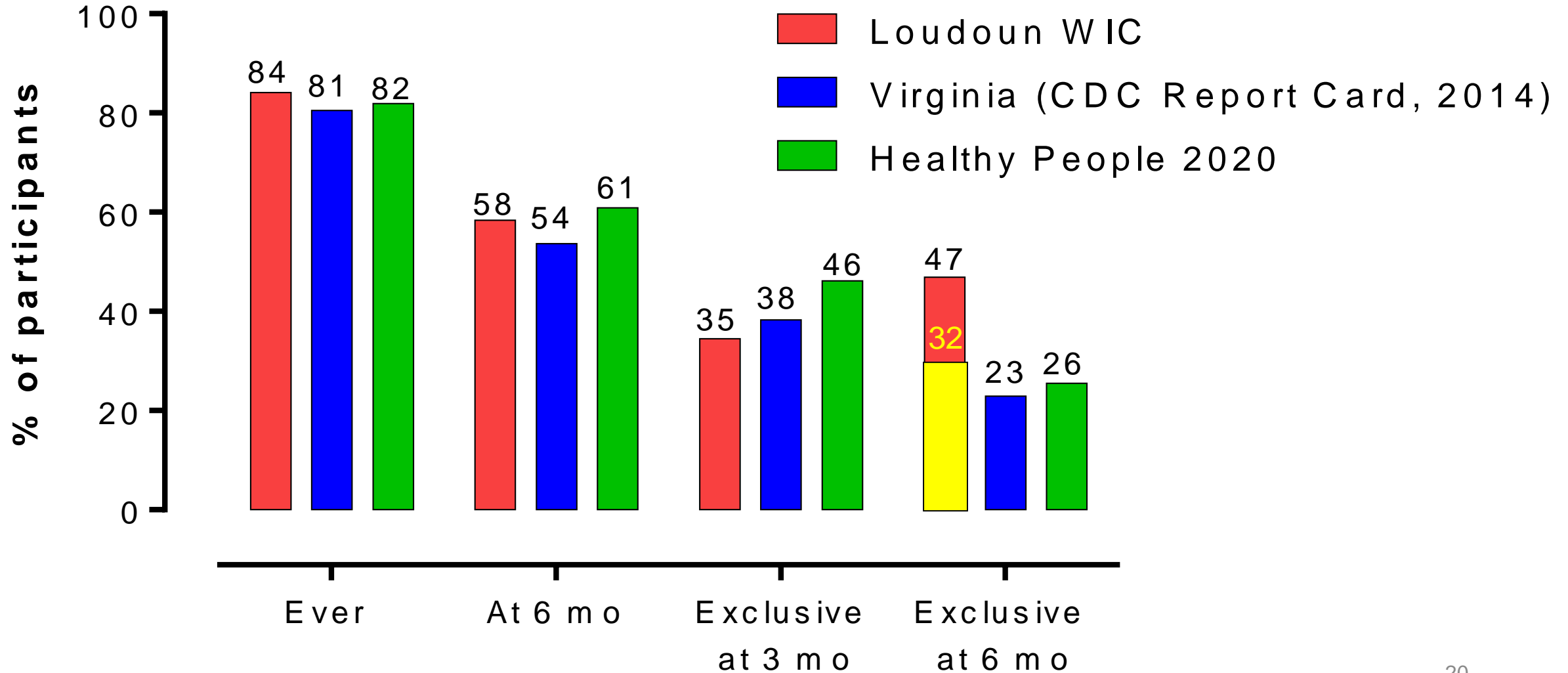


Overall Aim:

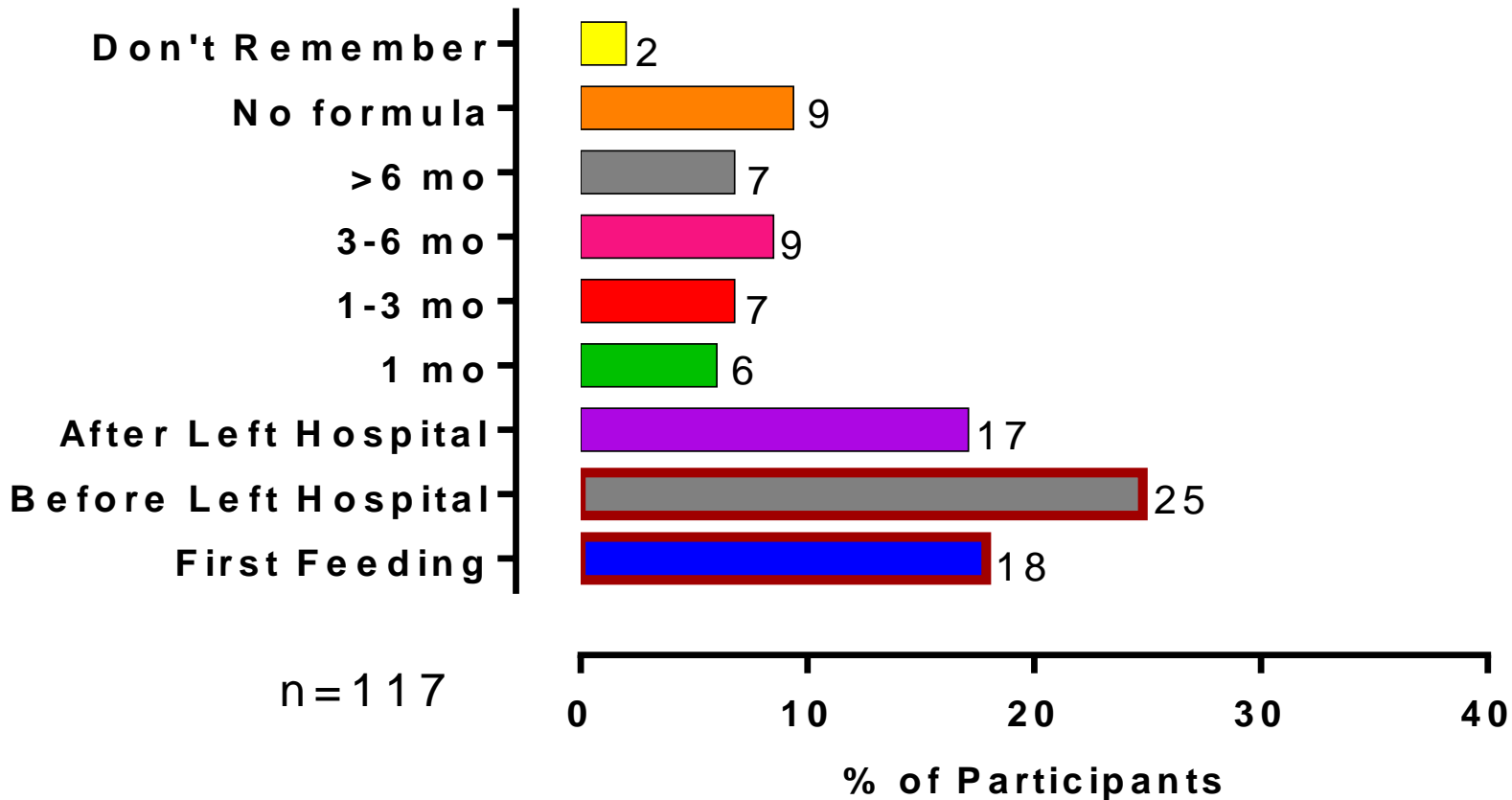
To understand needs of the community to develop and target effective education and improvement of community resources and programs for the most vulnerable subgroups.

1. Access and Utilization of Community Resources
2. Nutrition and Physical Activity
3. Breastfeeding and Vitamin D

Breastfeeding Rates

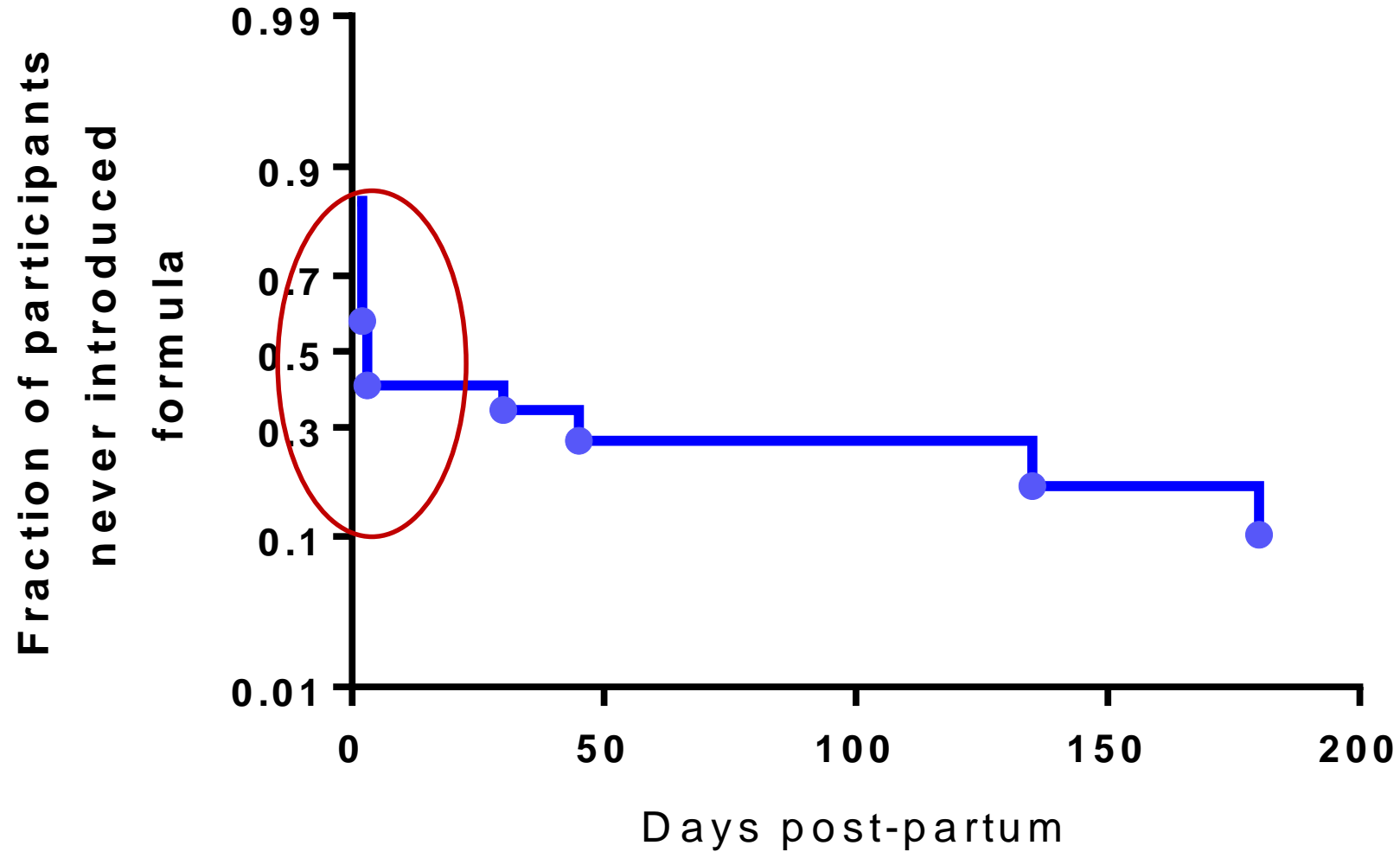


Introduction of Formula



- 91% gave some formula
- 60% gave formula within the first few days
- 43% gave formula before leaving the hospital
 - 18% at the first feeding

Survival of Never Introducing Formula



Infant Vitamin D Supplementation: Practices

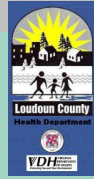


27% infants received a vitamin D supplement

- 26% of mixed feeding infants received vitamin D
- 42% of exclusively breastfed infants received vitamin D
- 14% of exclusively breastfed infants received vitamin D daily

Certified Lactation Counselor Training





Vitamin D Supplementation

The **American Academy of Pediatrics** recommends that a supplement of 400 IU/day of vitamin D should begin within the first few days of life and that children should continue receiving vitamin D throughout childhood.

Vitamin D helps children develop strong bones, teeth, and muscle. Vitamin D deficiencies can lead to weak bones and serious bone diseases, including rickets. Vitamin D may also play a role in the prevention of other diseases.

Although the sun is a source of vitamin D, infants should avoid direct sun exposure due to risk of sunburn and of skin cancer.



Vitamin D Supplements for Infants

- Must contain 400 IU per dose.
- Should be labeled with words “Baby” or “Infant” to insure proper dosing.
- Available in two preparations:



Contains 400 IU per drop.

Place 1 drop onto nipple or directly into baby’s mouth. Repeat once a day.



Contains 400 IU per 1 mL.

Place 1 mL into medicinal dropper and gently squeeze inside baby’s cheek. Repeat once a day.

Breastfeeding Infants

All breastfed babies should be supplemented with 400 IU/day of vitamin D. Breastfeeding is the recommended method of infant feeding. It provides necessary nutrients and immune factors to your baby. Breast milk does not have enough vitamin D for your baby.

Partial and Non-Breastfeeding Infants

Infants consuming less than 1 liter (about 32 ounces) of infant formula per day should receive 400 IU/day of

All Women and Children 1 year and older

It is recommended that women and children over the age of 1 consume 600 IU/day of vitamin D. Fatty fish and fish oils are the best natural sources of vitamin D, but smaller amounts are found in liver, cheese, egg yolks, and milk that is fortified with vitamin D. Please discuss with your health care provider if you and your child are obtaining adequate levels of vitamin D and if a supplement is needed.

References:

- National Institutes of Health: Office of Dietary Supplements. (2016). Vitamin D Fact Sheet for Health Professionals. <https://ods.od.nih.gov/factsheets/VitaminD-HealthProfessional/>
- Wagner et. al. (2008). Prevention of Rickets and Vitamin D Deficiency in Infants, Children, and Adolescents. *Pediatrics*. 122(5).<http://pediatrics.aappublications.org/content/122/5/1142.short>

This handout was prepared by the Loudoun County Health Department with funding from the National WIC Association (NWA) and the Centers for Disease Control and Prevention (CDC).



“It’s Water Time” – Head Start Program



PSE changes to affect a culture of health:

Policy: Juice changed to water, curriculum adapted

System: Water bottles integrated into daily schedules

Environmental: Classroom environment



Thank you! Questions?

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