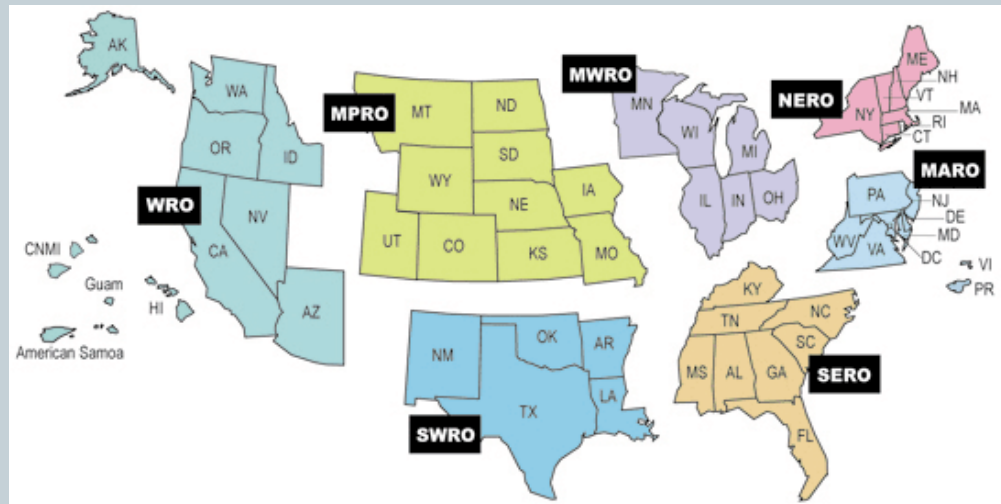


# WIC: SOUTHEAST REGIONAL BRIEFING



TUESDAY, MARCH 10<sup>TH</sup> 2015



# 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

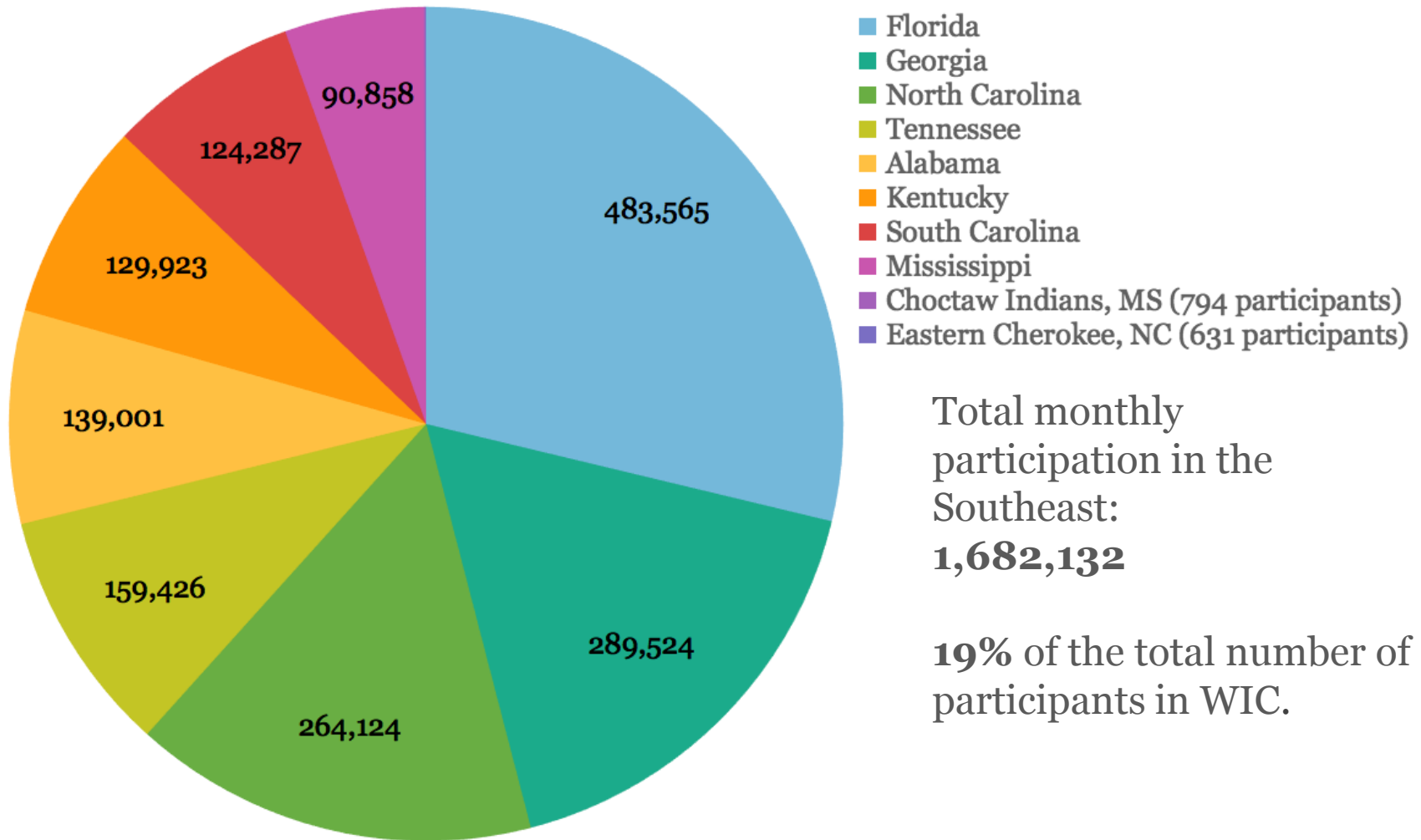


**1. Improves  
Health  
outcomes**

**2. Decreases  
Healthcare  
costs**



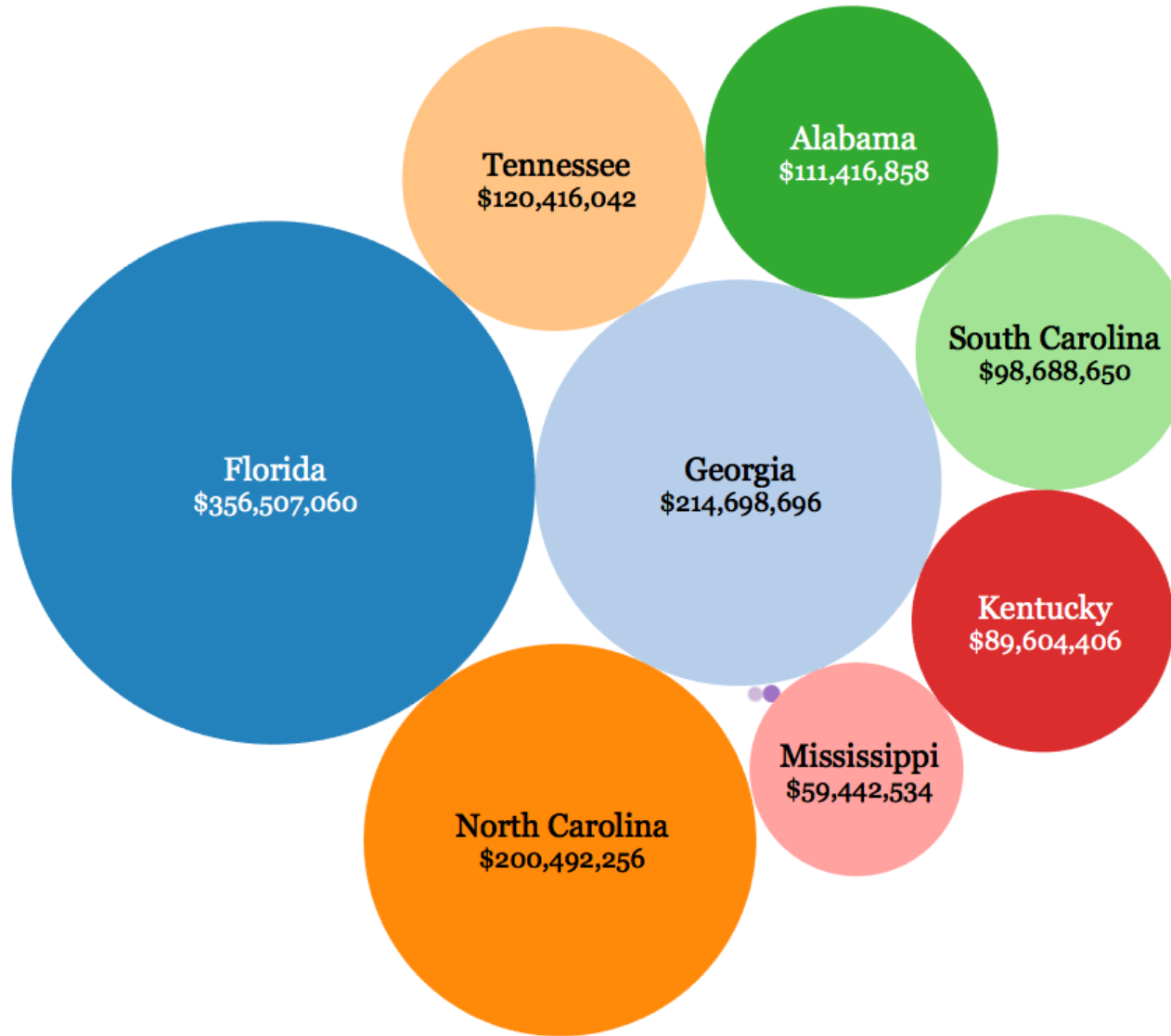
# Average monthly total participation (FY2013)



Total monthly participation in the Southeast:  
**1,682,132**

**19%** of the total number of participants in WIC.

# In-State Spending (FY2013)



■ Eastern Cherokee: \$289,941

■ Choctaw Indians: \$406,246

# Breastfeeding: Great progress

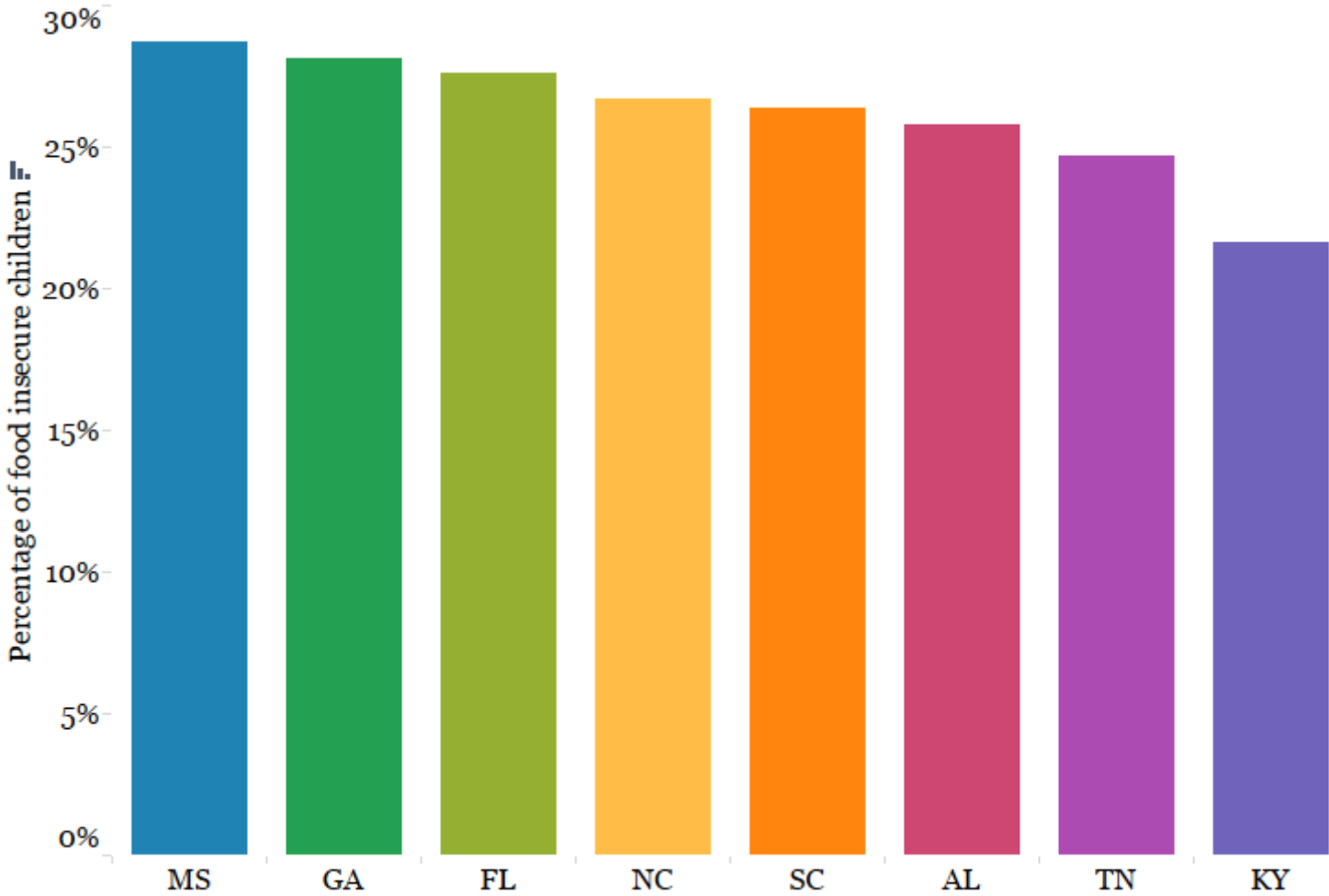
**% increase in  
breastfeeding rate  
between 1998 and  
2012**

Choctaw Indians	27%
Tennessee	25%
Florida	24%
Kentucky	24%
North Carolina	22%
Alabama	21%
Georgia	16%
South Carolina	6%
Mississippi	1%



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

# Childhood Food Insecurity Rates



Source: <http://www.feedingamerica.org/hunger-in-america/our-research/map-the-meal-gap/2012/2012-mapthemealgap-exec-summary.pdf>



# TENNESSEE



A breastfeeding service submitted to us by Tennessee WIC

# Tennessee's Breastfeeding Hotline



- Tennessee WIC is working with the TN American Academy of Pediatrics (TNAAP) and the TN Hospital Association (THA) to promote breastfeeding as normal infant feeding and the TN Breastfeeding Hotline for all families and healthcare providers.
  - The Hotline is a joint effort among the WIC Program, TennCare (Medicaid) and the MCH Program.

# Tennessee's Breastfeeding Hotline



Here is a story that Tennessee WIC received on Feb 25, 2015 related to the Hotline:

*“Mr. Dreyzehner, (TN Commissioner of Health)*

*I recently returned from Nashville, where I was helping my youngest daughter with her first born, Parker. It was exhausting and wonderful, all at the same time!*

*By fate and very good luck we connected with Helen when we called the TN Breastfeeding Hotline for help with some "new mother" breastfeeding issues. I can't begin to tell you how much this WONDERFUL woman helped us through some very difficult times during those first few days! She is incredibly knowledgeable but more importantly, she is incredibly caring! We received multiple follow up phone calls from her, to check on our daughter and Parker and/or to offer some new information or suggestions.*

# Tennessee's Breastfeeding Hotline



*...You certainly have a wonderful resource in Helen!! What I would have given to have this wonderful woman and her incredible support thirty-six years ago when I became a new Mom and had my own share of breastfeeding challenges! Unfortunately, there was nothing!*

*In this day and age when we seem to be reactive rather than proactive, I want to commend you for funding this program for the families of TN! Besides the emotional aspect of this support, the health care dollars you have saved over the life time of these children, and their Mothers, is substantial and should not be minimized. I certainly hope not, but if this program is ever in jeopardy of being eliminated, I will very happily speak to it's overwhelming benefits!"*

# NORTH CAROLINA



A children's health program submitted to us by  
Piedmont Health WIC in Carrboro, NC

# Carrboro, North Carolina



- Piedmont Health's Baby Oral Health Program (bOHP)
  - <https://www.youtube.com/watch?v=OPTxdxqgMH4>

# bOHP at WIC



- The Piedmont Health WIC Program and the dental department at Piedmont Health Services have collaborated to implement the Baby Oral Health Program, known as **bOHP at WIC**.
- This program began in May of 2011 as a way to teach parents about the importance of early dental interventions, **bringing it right to the participants, rather than through referrals.**
- A long term relationship was established with WIC and dental to make this program a winner.
- The program is a wonderful success story in partnering two areas, nutrition and dental, to reach infant and toddlers at a very early age, along with their parents.

# bOHP at WIC



- The educational messages provided to WIC participants through this program include:
  - Progression of cavities and how to prevent them
  - Feeding practices, such as the importance of breastfeeding and weaning from the bottle at 12 months
  - Limiting use of a sippy cup
  - Avoiding sugary liquids and foods and fluoride exposure
- The program begins at approximately six months and continues through 24 months of age.
- Have served children up to age five since many children have missed the important visits during the first two years of life.



# bOHP at WIC



- Each visit is composed of a dental assistant and dentist performing the services right in the WIC Department. The materials used include toothpaste, fluoride, gauze and mirror.
- This program is important since we know that tooth decay is the single most common chronic childhood disease (5x more common than asthmas).
  - 41% of children ages 2-11 have tooth decay in their primary teeth.
  - Children from lower socioeconomic families are twice as likely to suffer from decay
  - 25% of children from low income families have not been seen by a dentist when they enter kindergarten.
- This leads to 51 million school hours lost to dental related illness for these children.
- Dental disease, if left untreated, can lead to malnourishment, bacterial infections, emergency surgeries and even death.

# bOHP



- **The good news is a program like bOHP can help to prevent this.** The combination of education, regular exams, dental sealants and fluoride has the potential to nearly eliminate tooth decay in school age children. Starting out with good dental habits leads to a life time of healthy routines and healthy teeth. WIC can be a part of this!

# ALABAMA



A food security partnership submitted to us by  
the Walker County Health Department WIC

# Walker County, Alabama



- A great need in this county:
  - Out of 67 counties in Alabama, Walker County ranks 66<sup>th</sup> in regard to residents' health and well-being.
- The Walker County WIC Program and the Walker Area Foundation Health Action Partnership are working together to improve health indicators in our county.
- The mission of the Walker County Health Action Partnership: Working together to make Walker County, Alabama, a healthier place to live, learn, work and play.

# Walker County: Promoting Better Food Security



- The Walker County Health Action Partnership is creating a small folding card (wallet size) that lists:
  - Food pantries
  - Farmers markets
  - Grocery stores that accept WIC, faith based organizations' food assistance, and SNAP
- The card will be available for WIC participants and at food pantries, faith based organizations, farmers markets and WIC vendors This information will also be posted on the Walker Area Foundation Health Action Partnership web site.
- In addition, the partnership is working to map food deserts and food access points and to bring grocery stores and healthy food vendors to food desert areas

# Florida Department of Health: Healthiest Weight, WIC & Breastfeeding



**PRESENTED BY:**  
**MALLY CHRULSKI, RD, LD/N**  
**NUTRITION PROGRAM DIRECTOR**  
**FLORIDA DEPARTMENT OF HEALTH,**  
**ST LUCIE COUNTY -WIC PROGRAM**



# Healthiest Weight Florida



- In 18 months, Florida moved from 20 to the *top 15 states for healthiest weight!*
- Promotes partnerships with 5 priority strategies:
  1. Activity
  2. Nutrition
  3. Worksite Wellness
  4. Schools
  5. Messaging with a focus on health



# Florida WIC Program



## **WIC aligns with Healthiest Weight Florida:**

- Provides Nutrition counseling and education
- Encourages Physical activity
- Provides Breastfeeding promotion and support
- Provides Nutritious foods to clients
- WIC foods minimum inventory improves community access to healthy foods





# Why Breastfeed?



- *Baby has less risk of:* Obesity, Diabetes, Asthma and other respiratory illness, Ear Infections, Diarrhea
- *Greater bonding* of Mom with Baby
- *Mom has less risk of* Breast and Ovarian Cancers, Type 2 Diabetes, Osteoporosis, & Rheumatoid Arthritis
- Breast milk is *perfect at all stages* –premature to full-term
- Recommended by US Surgeon General, AAP, WHO, and UNICEF



# Florida/St Lucie Breastfeeding Rates



- Infants Fully Breastfed for 26 weeks:  
Florida - 13.4% in Dec 2014  
St Lucie County – 14.7% in Dec 2014
- Infants Breastfed for 26 weeks:  
Florida – 30.9% in Dec 2014  
St Lucie County – 33.2% in Dec 2014
- Infants Ever Breastfed:  
Florida – 77.8% in Dec 2014  
St Lucie County – 75.7% in Dec 2014  
Site 1 = 70.6%  
Site 2 = 80.1%

Healthy People 2020 Objective = Ever 81.9% ; Exclusive 6 months 25.5%



# St Lucie County – Strategies/Stories



- Lactation Consultant – coordinate at hospital to create continuity of care for WIC moms
- WIC and La Leche League share Mother’s Support Groups
- Peer Counselors (PC) offer support via phone pre- and post – baby delivery
- PC visit at one month for Baby/Mom follow up
- Issue multi-user breast pumps for moms separated from baby



# Mother's Support Group



- All moms breast & bottle feeding invited and encouraged to bring family members
- Held at WIC office and both WIC & non-WIC moms attend
- Overcome difficulties & some restart breastfeeding
- Many formula feeding moms attend & decide they want to Breastfeed if they have another baby later
- Some moms opt for less formula and increase breastfeeding after attending group.



# St Lucie County WIC



- Anne Alexander, Peer Counselor, helped a WIC mom, with advice on how to breastfeed with pending gallbladder surgery at 2 weeks post-delivery. *Mom was well prepared to talk with her Doctor about exclusive breastfeeding.*
- She pumped for 24 hrs before surgery & exclusively breastfeed two years. Mom became a Peer Counselor and is still supporting other moms today!
- “There’s nothing like someone who’s gone through a problem to help another mom on her journey,” Anne.



# St Lucie County WIC



- Jessica Fox, Peer Counselor, met with WIC mom at the PC follow up visit. Mom had misinformation & suffered complications at delivery. She was very upset & stopped breastfeeding.
- Jessica spoke with mom and was able to offer guidance on baby satiety cues, breastfeeding through growth spurts & adequate stooling patterns.
- She commended mom in her desire to breastfeed & was able to assist her with continuing to do so.

# Peer Counselor and WIC Mom & Baby





# St Lucie County WIC



- Michelle Hoff, IBCLC, Lactation Consultant, - She met a WIC mom during the breastfeeding class and mom exclusively breastfed in hospital and on WIC. Mom became a Peer Counselor and exclusively breastfed 2 more children.
- Last month, Michelle met a WIC mom who recognized her at the hospital and said, “*Anne (her PC) told me to look for you & has been talking to me at home.*” Michelle assisted mom in hospital, and Anne continued support with exclusive breastfeeding after discharge.
- Great examples of *continuity of care before, during, and after the birth of the baby* with lactation consultant and peer counselors working together.



# St Lucie County Breastfeeding Team



# University of Miami Jackson Memorial WIC



- Jorge Jimenez, Nutrition Educator, was praised by WIC mom for excellent breastfeeding advice.
- Jorge gave her tips and demonstrated points using doll in the office and the tips really worked. Mom and baby are breastfeeding just fine!
- Demonstrates WIC male staff members can be very effective in breastfeeding promotion and support.



# Broward County WIC



- Leonelly Moreno Galinaitis, Peer Counselor - WIC mom in Coral Springs breastfed twin boys with one being in NICU and was supported by Leonelly and Nutrition Educator at WIC.
- Mom returned to work and experienced barriers with pumping on breaks. Leonelly shared the Breastfeeding Law with her and mom spoke to Human Resources.
- Mom was able to successfully breastfeed for 7 months.

# Broward County WIC – Mom with Twins





# Palm Beach County WIC



- Socorro Caanen, IBCLC, Lactation Consultant – Observed WIC mom & baby breastfeed and made referral for evaluation of tongue tie which was surgically corrected by Doctor.
- WIC loaned mom a breast pump to use until baby could feed at breast.
- Mom developed mastitis and was prescribed antibiotics by Doctor. She was determined and continued to pump and breastfeed.
- She went on to exclusively breastfeed her baby and breastfed even beyond one year.

# Osceola County WIC Breastfeeding Team





# Escambia County WIC



- Lucy Scheller, IBCLC, Lactation Consultant- A WIC Prenatal woman said she never knew anyone who breastfed so never considered it.
- Over time, they discussed any negative reports about breastfeeding and Lucy shared evidence-based information on breastfeeding with her.
- The new mom chose to breastfeed and returned to work at 5 weeks post-partum and was loaned a WIC multi-user breast pump for 11 months. Mom was so proud to have an exclusively breastfed baby and plans to continue nursing her now at 14 month of age.
- Mom remembered their early discussion and said “*You knew I could do this and you supported me. I am so proud of myself*”.

# Escambia County WIC- Mom & Baby







# Nassau County WIC



- Michelle Hedge, CLC, Lactation Consultant - Teen mom living in a foster home came to WIC with new baby struggling to feed at mom's breast while mom used a nipple shield.
- Michelle helped mom to feed without a shield and adjusted positioning. WIC loaned mom a double electric breast pump and she struggled with pumping while in high school and working after school due to child care center's lack of breastfeeding knowledge.
- WIC worked with mom to educate the child care center staff. WIC staff continues to support her and she is still exclusively breastfeeding her baby at 4 months.



# Volusia County WIC



- Christina Moore, Nutritionist- Recently certified WIC mom with 2 week old baby. Mom had breastfed her first child for over a year and felt guilty about not breastfeeding this baby.
- The baby showed early feeding cues and Christina suggested trying to put baby to breast. With hesitation, mom put baby to breast for the first time right then.
- Mom was overjoyed and shocked baby breastfed without a fuss. At 2 months old, baby breastfeeds a few times a day.

# Pasco County WIC – Andrea Smith, IBCLC





# Florida WIC EBT Implementation



- Implemented Pilot Project in Miami-Dade WIC
- Statewide rollout followed in fairly quick timeframe
- Florida – 1<sup>st</sup> State to change to EBT and Electronic Record Data System all at one time
- Grateful to Congress and USDA/FNS for supporting move to EBT automation
- State WIC Program staff – provides training and ongoing system support to local agencies
- EBT Contractors – efficient ongoing system support



# Client & Retail Store Advantages



- **Benefits Access and Convenience for Clients**
  - Greater flexibility for access to benefits – buy as much or little of foods any time in month
  - Reduced stigma attached to transaction at stores
  - Increased benefits security – if EBT card is lost, WIC can stop benefits so unauthorized people cannot use them
- **Accuracy & Time-saving for Retail Stores**
  - Quicker check out with Cashiers due to automation of UPC codes and no need to check ID card
  - Reimbursement of retailers within 24 hours of the transaction
  - Reduced bookkeeping and check handling after the fact



# WIC Local Agency Advantages



- **Local Agency EBT & Electronic Record Benefits:**
  - Improved efficiency at Issuance
  - Reduced staff time with record entries
  - Reduced staff time filing records
  - Easier food package change process for clients when needed
- **Improves program integrity:**
  - Greater accuracy, data analysis, improved methods of detecting program abuse and fraud



# The End



- Thanks to all the Great WIC Program Staff assisting mothers who want to breastfeed their babies!