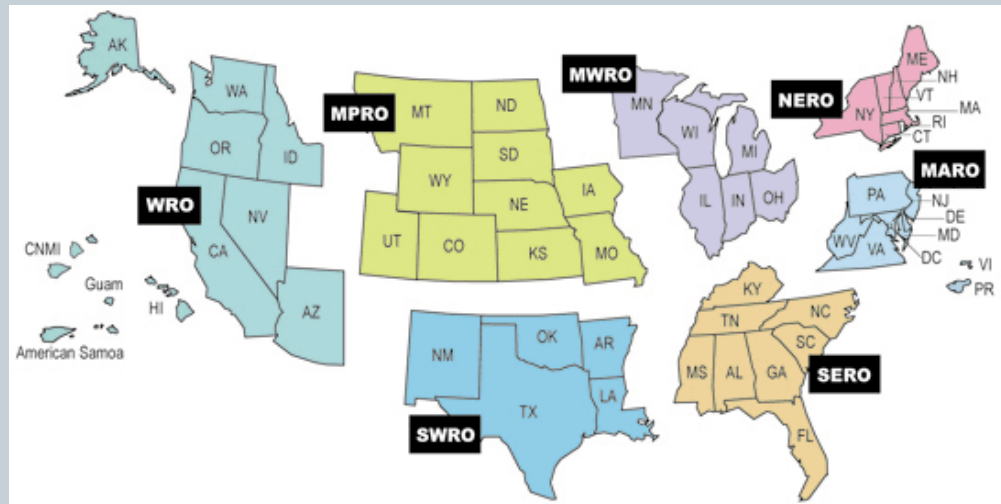


WIC: SOUTHWEST REGIONAL BRIEFING



TUESDAY, MARCH 10TH 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

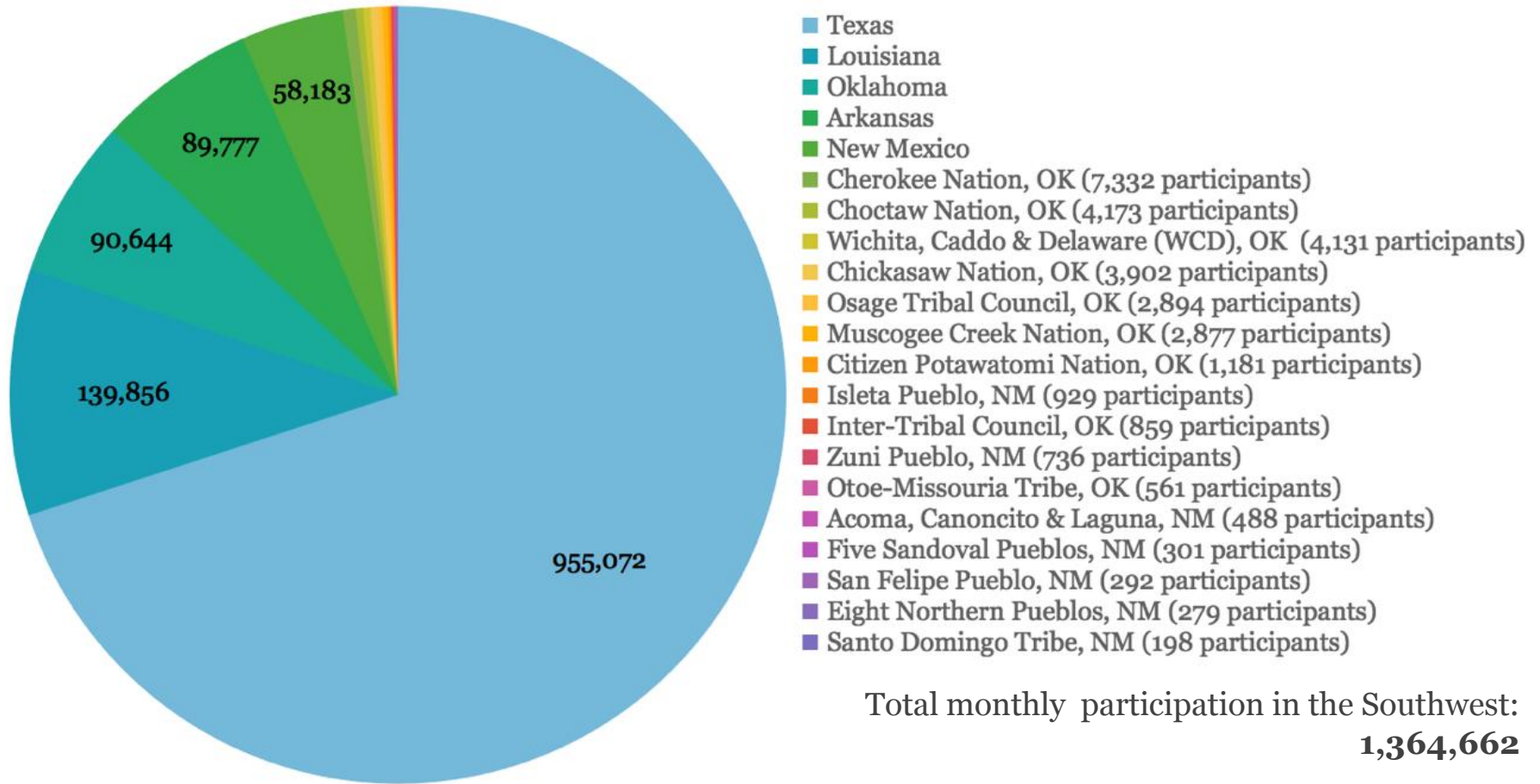


**1. Improves
Health
outcomes**

**2. Decreases
Healthcare
costs**



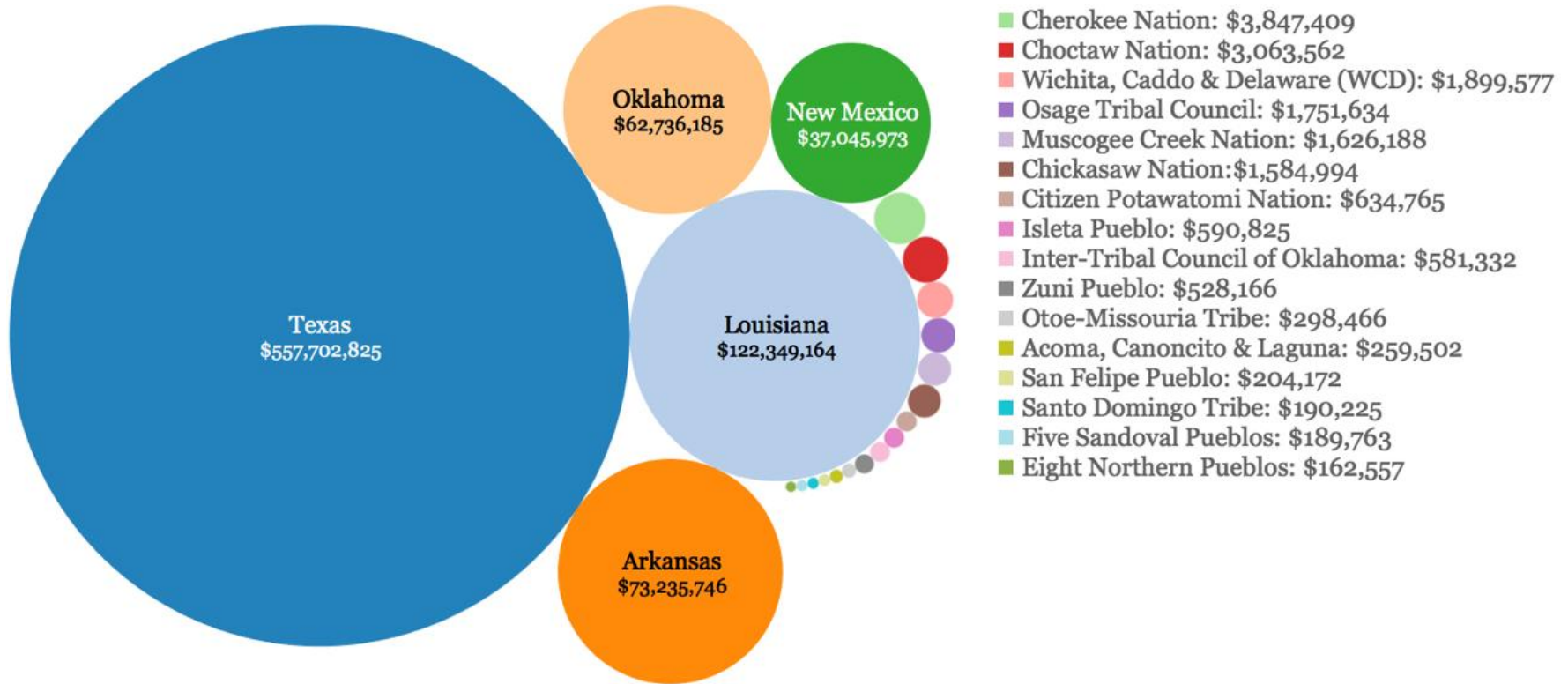
Average monthly total participation (FY2013)



Total monthly participation in the Southwest:
1,364,662

15% of total WIC participants live in the Southwest

In-State Spending (FY2013)



Breastfeeding rates: Great progress

% increase in breastfeeding rate between 1998 and 2012

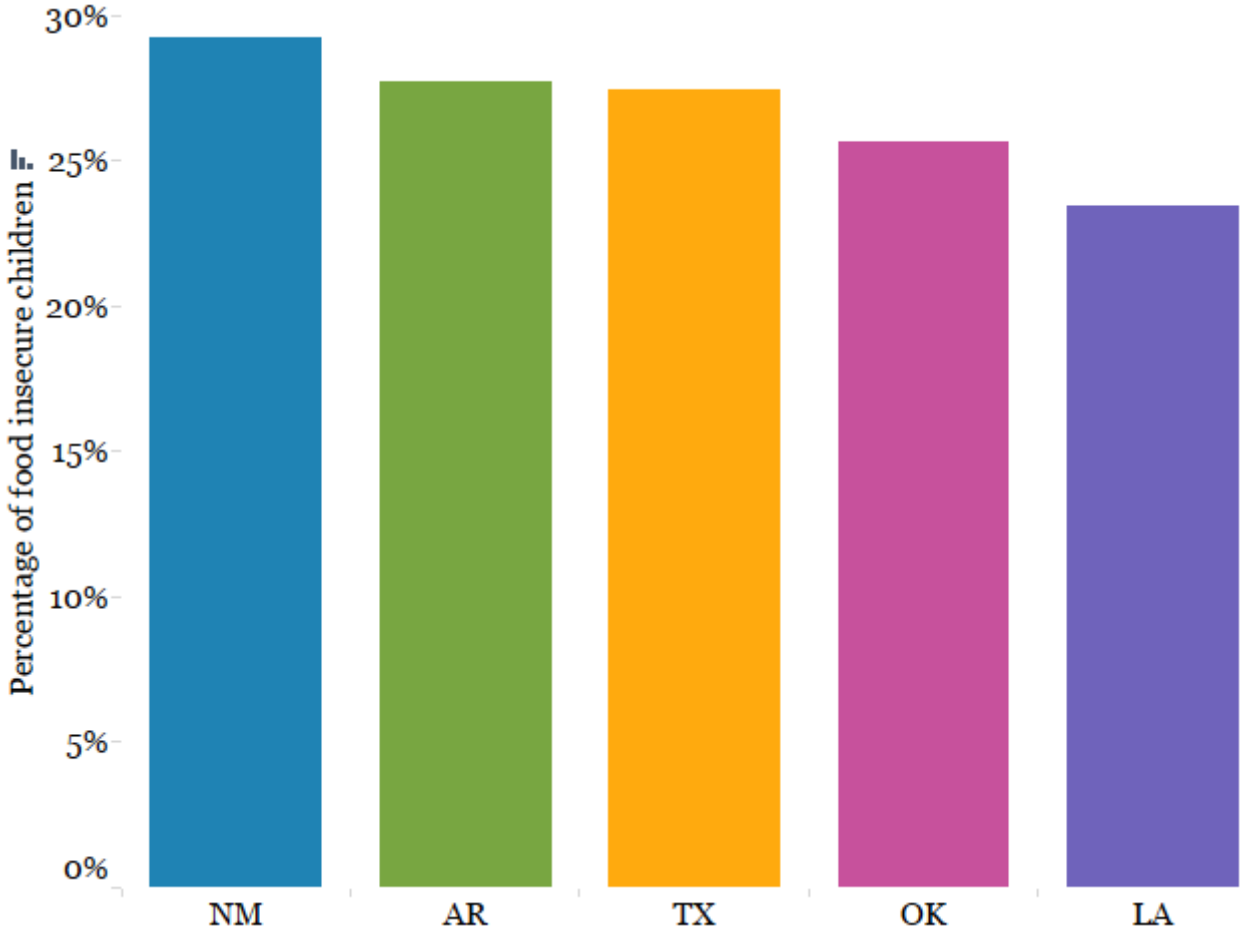
Santo Domingo Tribe	68%
Inter-Tribal Council	37%
Isleta Pueblo	36%
Acoma, Canoncito & Laguna	36%
Citizen Potawatomi Nation	31%
Eight Northern Pueblos	29%
Choctaw Nation	27%
Wichita, Caddo & Delaware (WCD)	25%
San Felipe Pueblo	23%
Muscogee Creek Nation	22%
Chickasaw Nation	20%
Oklahoma	19%
Louisiana	16%
Cherokee Nation	16%
Zuni Pueblo	14%
New Mexico	10%
Arkansas	9%
Otoe-Missouria Tribe	9%
Osage Tribal Council	6%
Five Sandoval Pueblos	2%



**Average breastfeeding rate in
the Southwest is above 60%**

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>

TEXAS



A Texas Breastfeeding Duration Initiative



- Lactation Support Hotline available 24/7
- 4 Texas Lactation Support Centers
 - Mom's Place – Austin
 - Lactation Care Center – Dallas
 - Lactation Foundation – Houston
 - Lactation Care Center RGV (Rio Grande Valley)

All Lactation Support Centers



- Answer questions on the phone from mothers and professionals
- See mothers and babies at the clinic to help with breastfeeding concerns
- Serve as training centers for Nutritionists, Nurses, Physicians and others
- Do outreach to hospitals and pediatric and obstetric offices

Mom's Place Austin



- Trains residents and nursing students
- Hosts students for Clinical Practicums
- In 2014, saw 2143 moms ~179/mo

Dallas Lactation Care Center



- Has trained over 1200 hospital staff on Baby Friendly Hospital Initiative skills
- Is training 6 medical students a week
- Has 24/7 breastfeeding hotline
- Peer counselors at the hospitals
- In 2014, saw 2509 moms ~209/mo

The Lactation Foundation, Houston



- Has ability to connect with client at a WIC clinic via web cam on “Go to meeting”; HIPPA compliant. This is helpful to agencies that don’t have an IBCLC.
- Has residents and nursing students at clinic for rotations
- In 2014, saw 1617 moms ~134/mo

Lactation Care Center RGV (Rio Grande Valley)



- Teaches a 2 hour evening class about breastfeeding every month in English and Spanish that is open to the public
- Opened in FY2015

Non-WIC Moms and Lactation Support



- In 2015, the 4 Lactation Support Centers will begin seeing non-WIC moms
 - Have heard from staff and moms that non-WIC moms want to be able to get breastfeeding assistance from lactation centers
- Funding is from TX funding match for Title V (Maternal and Child Health Block Grants to States)
 - Will not be charging moms or their insurance companies this year, but will be asking questions related to income and insurance, as a potential avenue for future funding
- Additional activities with expanded funding:
 - Increased networking with community partners regarding breastfeeding
 - Increased training for healthcare providers
 - Increased peer dad programs

LOUISIANA



Louisiana WIC Regional Report

Special Supplemental Nutrition Program for Women,
Infants, and Children



MONICA MCDANIELS, MS, LDN, RDN
ASSISTANT DIRECTOR
NUTRITION SERVICES
OFFICE OF PUBLIC HEALTH
LOUISIANA DEPARTMENT OF HEALTH AND HOSPITALS

Staffing



- **Approximately 450 employees**
 - Registered Dietitians
 - Registered Nurses
 - Licensed Practical Nurses
 - Health Educators
 - Nutrition Educators
 - Clerical Support

WIC Locations



- In 64 Parishes
- 105 Locations Statewide
 - Hospitals
 - Physician's Clinics
 - Public Health Units
 - Federally Qualified Health Centers
 - Mobile Van

The Evolution of Louisiana WIC



- **Infant Formula**
- **Food Package**
 - 2006 Discontinue Whole Milk >24 months
 - 2009 Implementation of New WIC Food Package
 - ✦ Fresh Fruit and Vegetable Only
 - ✦ Whole Grains (Brown Rice and WW Bread)
- **Breastfeeding**
 - 2005 Breastfeeding Peer Counselor Grant Award

Louisiana WIC Today



- Rebranding Project
- Increase Breastfeeding Awareness and Rates
- Increase Consumption of Fruits and Vegetables
- Increase Participant Access to Services
- Obesity Prevention
- Replacing the WIC MIS
- Implementing EBT Technology
- NWA research study funded by USDA, “Feeding My Baby”

Rebranding the Image of Louisiana WIC



- New Logo
- New Tagline
- Go to Resource for Expert Nutrition Advise and Counseling
- Go to Resource for Breastfeeding Assistance and Support
- Empower WIC Participants
- Retain Participants to 5 Years of Age

Increase Breastfeeding Awareness and Rates



- **Increase Access to Breastfeeding Support**
 - Co-locating in Baby Friendly Hospitals
 - Collaborating with Breastfeeding Coalitions
 - Working with Louisiana Birthing Hospitals toward GIFT (Guided Infant Feeding Techniques) Certification or Baby Friendly Designation



Increase Fruit and Vegetable Consumption



- **Fruits and Veggies More Matters**



- Provide nutrition education

- ✦ Farm to Fork Activity Books
- ✦ Recipes
- ✦ Seasonal Guides

- **Partner with Louisiana Dept. of Agriculture**

- Farmers Market Nutrition Program Coupon Pilot
- Value \$24
- >89% Redemption 2014

Increase Access in Rural Areas



- **Collaborate with Parish Government Officials**
 - Request Operational Adjustment Funding
 - Provide transportation to WIC appointments
 - Provide transportation to Approved WIC Vendor

Obesity Prevention



- **5-2-1-0 Let's Geaux**

- Evidence-based messaging campaign to encourage healthy eating and active living

5·2·1·0 EVERY DAY

For a Healthier, Stronger You!

5 or MORE
fruits and
vegetables

- Eat fruits and vegetables as a snack and with every meal.
- Be adventurous, try new fruits and vegetables. Sometimes it takes 7 to 10 tries before you like a new food.
- Involve the entire family in planning meals.
- Wash and chop fruits and vegetables so they are ready to eat.
- Eat together as a family!

2 HOURS or
LESS
recreational
screen time

- Keep television and computer screens out of the bedroom.
- Turn off the television during meal time.
- Prohibit children under two years old from watching television.
- Make a family agreement to limit time spent watching television and monitor your child's viewing time.

1 HOUR or
MORE
of physical
activity

- Find fun ways to incorporate physical activity into daily routines.
- Take daily walks as a family.
- Turn on music and dance with your children.
- Parents set examples for their children by being active and leading healthy lifestyles.

0 SODA and
SWEETENED
DRINKS more
water and low
fat milk

- Choose water over other drink options when you are thirsty.
- Keep a water bottle on hand and fill it regularly.
- Limit children between 1-6 years old to 4-6 ounces of juice per day.

www.dhh.la.gov/5210
Louisiana Department of Health and Hospitals

www.dhh.la.gov/5210

Prescription for Healthier Living

Name _____ Date _____

Ideas for Living a Healthy Active Life:

- 5** Eat 5 or more fruits and vegetables every day.
- 2** Limit screen time (TV, computer) to 2 hours or less per day.
- 1** Get 1 hour or more of physical activity every day.
- 0** Drink 0 sodas and sweetened drinks. Try water or low-fat milk.

My Goals (choose one you would like to work on first):

- Eat _____ fruits and vegetables each day.
- Reduce screen time to _____ hours per day.
- Get _____ hour(s) of physical activity each day.
- Avoid sweetened drinks. Drink water or low-fat milk.
- _____
- _____

Participant or Parent / Guardian Signature _____

Provider Signature _____

DEPARTMENT OF HEALTH
AND HOSPITALS
HHC is an equal opportunity provider.

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Nutrition Education



- **Group Classes**
 - Enhances Social Skills
 - Interactive
 - Traditional

- **New ! Online Nutrition Education**
 - Self-Paced
 - Interactive
 - Convenient
 - Improves Clinic Flow

WIC Technology Upgrade



- Louisiana Projected Implementation-2017
- Transferring and Modernizing the Mountain Plains SAM (State Agency Model) WIC System
- MIS RFP - Joint Procurement
 - Texas
 - New Mexico
 - Pueblo of Isleta
 - Cherokee Nation

WIC EBT



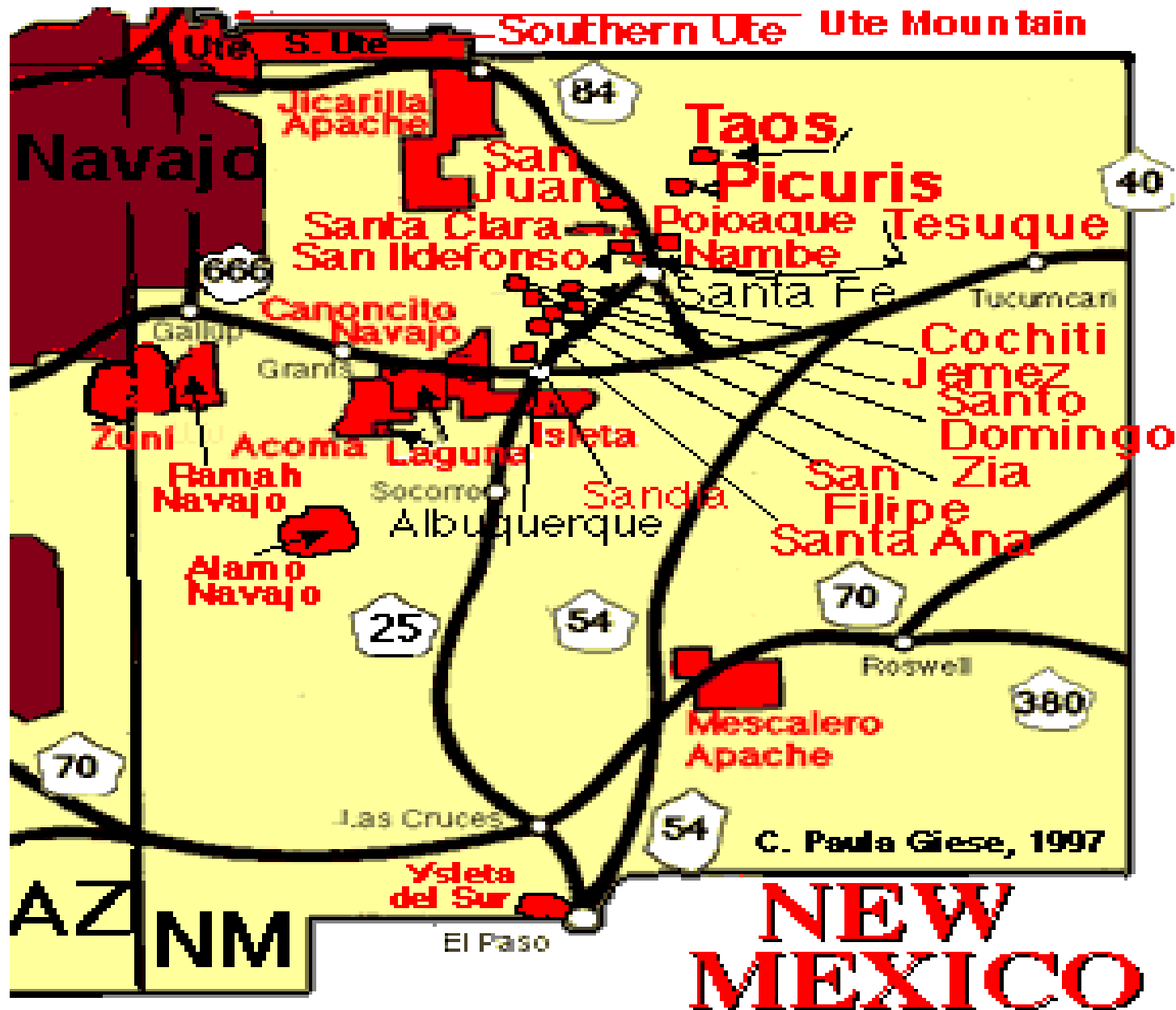
- **USDA Technology Mandate – 2020**
- **Coordinating Efforts to Implement MIS and EBT**
- **Offline**
- **Currently-Planning**
 - Planning Advance Planning Document Update (PAPDU)-Approved
 - Implementation Advance Planning Document (IAPD)-In Progress
 - Initial Pilot - Shreveport

NEW MEXICO



EIGHT NORTHERN INDIAN PUEBLOS COUNCIL WIC PROGRAM







Successful Story – BreastFeeding Program



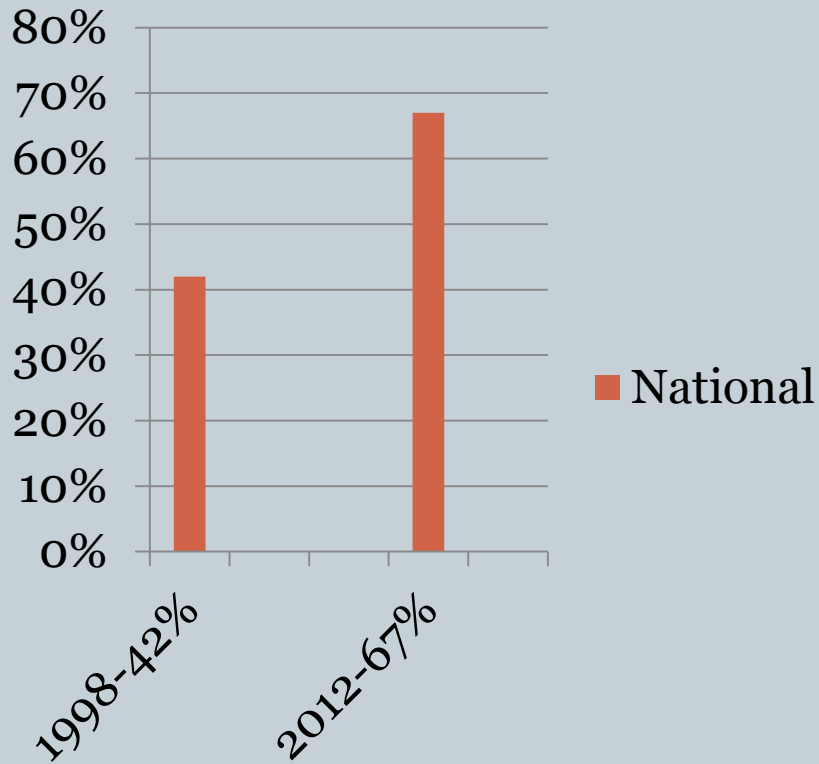
I TRULY BELIEVE THAT OUR BREASTFEEDING PROGRAM IS MAKING A IMPACT IN OUR COMMUNITIES BECAUSE OUR PEER COUNSELOR'S COMMITMENT TO CHANGE AND ACCEPTANCE OF MOTHERS AS THE KEY INGREDIENT TO MAKING THINGS HAPPEN.

OUR BREASTFEEDING PEER COUNSELOR WHO IS SUPPORTIVE OF OUR MOTHERS. SHE WAS PASSIONATE, ENERGETIC AND SINCERELY CARED ABOUT WOMEN AND THEIR BABIES.

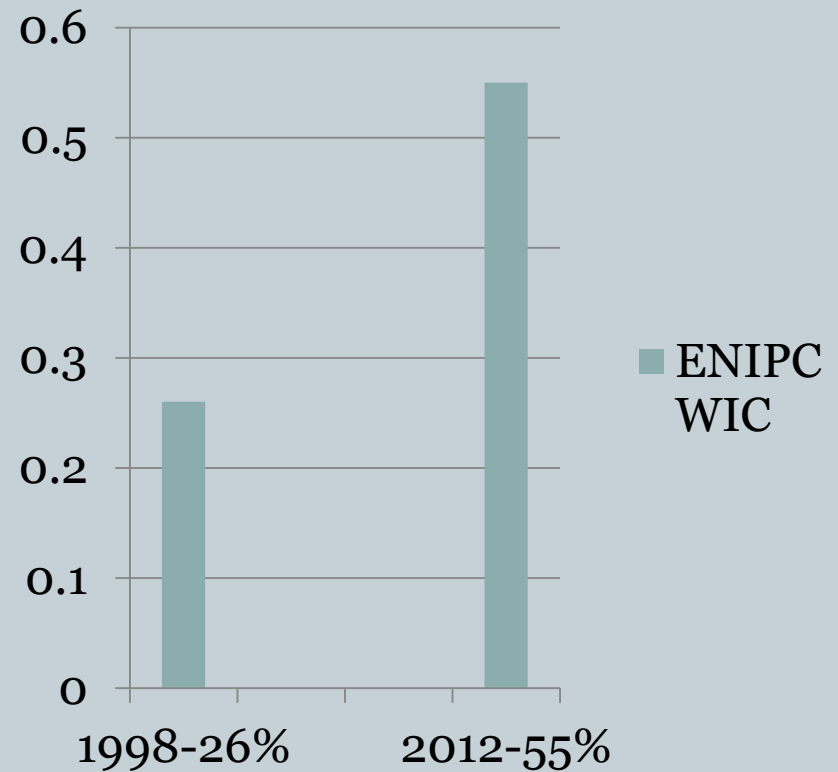
THERE IS NO DOUBT THAT THE SUPPORT AND PROMOTION OF BREASTFEEDING IN THIS AREA EFFECTED THE DECISIONS MADE IN HOW MOTHERS FED THEIR CHILD.

BreastFeeding Participation

WIC Participant BF Rates



Eight Northern



PEER COUNSELOR



WHO ARE YOUR BREASTFEEDING PEER COUNSELORS AND HOW CAN THEY HELP YOU?

WIC Breastfeeding Peer Counselors are moms like you. With their experience as breastfeeding mothers, they will help support and coach you through this new journey. They will be by your side to answer any questions or concerns you may have. Breastfeeding is a wonderful way of providing your baby with the essential nutrients.



"In accordance with Federal Law and USDA policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, or disability"

"Buying, selling, or otherwise misusing WIC benefits is a crime. To report abuse call 1-800-424-9121 or visit www.usda.gov/iog/hotline.htm

*Mothers helping
Mothers*



Breastfeeding Peer Counselors



SUPPORTING YOU AND
YOUR BABY



BreastFeeding Mother of the Quarter



Meet our Breastfeeding Mom of the Quarter

Darlene is a first time mother to her son, Dedrick. Dedrick will be turning 1 year old on Feb, 1st. Since he was born he has been exclusively breastfed. Darlene is currently working full time. Her decision to breastfeed was influenced by baby being her first born, her two younger sisters' breastfed, the outcome of breastfed babies are positive, and her mother breastfed her as a baby.

Her encouraging message to other women who are considering to breastfeed is: “Believe in yourself you can do it. And you will never forget the bonding you have with one another. It’s a blessing you will never forget.” Since she has been breastfeeding her proudest moment is that Dedrick is her first child and she has made it to 11 months and still going hard and strong.

BreastFeeding Dad of the Quarter



The ENIPC- WIC Program would like to recognize our Father of the Quarter - Raymond Romancito. He is the proud first time father of 1 year old Connor Romancito. Within the first year of Connor being on the WIC Program his father has been involved. Connor just recently turned one yr. old and is actively being breastfed by mom, Arlene.

He also would help her out in different ways like once she would finish nursing he would take the baby and walk him around to put him to sleep. His words of advice to new fathers; be supportive and support breastfeeding: Stand by moms side, patience, encouragement, and remember breastfed babies get all the proper nutrients they need.

Raymond has supported Arlene in her breastfeeding by giving her encouraging words and advice. For instance, he tells her “its best for baby, its convenient and less money.”

Mom of the Month



Katrina is a first time mother to a baby boy named Joziah. Joziah recently turned 3 months old and is exclusively breastfed. Before giving birth Katrina knew she wanted to breastfeed. One challenge that I have faced is feeling like the baby isn't getting enough milk during feedings. To overcome this, I nurse him constantly. I have to remind myself that this is the best nutrient I can give my baby. The dedication and the support of her family made her experience easier.

One thing Katrina is most proud of during her experience, is being appreciated by others for breastfeeding her daughter. Her advice to other breastfeeding mothers, is “even though it's a struggle in the beginning, you'll get through it. It's healthier for the child, and sets a positive bond between baby and mommy!”

BREASTFEEDING



**BREASTFEEDING RESEARCH SHOW
THAT BREASTFEEDING PROVIDES
MANY BENEFITS TO BOTH THE
MOTHER AND HER BABY.**

**WIC IS THE LARGEST PUBLIC
BREASTFEEDING PROMOTION
PROGRAM IN THE NATION,
PROVIDING MOTHERS WITH
EDUCATION AND SUPPORT.**

SOURCE: USDA 2012