Non-traditional Partnerships
Marion Co. WIC and Indiana Women’s Prison
Nationwide There Are 8 Prison Pregnancy Programs

Illinois
Indiana
Nebraska
New York
Ohio
South Dakota
Washington
West Virginia

Marion County WIC and The Indiana Women’s Prison Wee One’s Nursery Program (WON) have partnered to provide a network of support and resources for WON participants while they are confined to prison as well after they are released.
Eligibility Requirements

- Offender must be pregnant
- Read at 8th Grade level
- Never have been convicted of violent crime
- Have 18-30 months or less to serve from the time of birth of her baby until discharge.
- Passed screening based on mental and medical health.
Services provided

Marion County WIC is the only WIC program that has started comprehensive services since 2014.

This includes:
- Breastfeeding peer counseling support and encouragement
- Benefit issuance to infants and children
- Nutrition education
- Referrals to services upon reentry into society

Participant centered approach.

With the increase of shared information and lactation support, acceptance of breast feeding and expressed milk with WIC provided pumps, increased too. For many women who had gone through multiple barriers like substance abuse recovery, separation from family, spouse and/or children, abuse and other trauma, this was a positive diversion.

WIC provides the same level of support to all mothers and babies in different settings.

Joint Venture = Positive Results
RECIPROCITY

LEARNING GOES BOTH WAYS

- Marion Co. WIC has influenced perception of Breastfeeding (discuss)
- We as well, have been influenced by their environment (discuss)
Lactation Support Closure

- Within 18 months of active support we have seen increase in breastfeeding.
- So far 45 mothers have benefitted from the consistent presence of WIC peer counselors.
- Beyond the walls, there is a continuum of care i.e. clinic support, non-traditional outreach and ongoing follow-up.

Number of offenders in program either exclusively breastfeeding or partially breastfeeding

<table>
<thead>
<tr>
<th>Breastfeeding Duration</th>
<th>Number of Babies</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;1 WEEK</td>
<td>6</td>
</tr>
<tr>
<td>1 MONTH</td>
<td>6</td>
</tr>
<tr>
<td>3 MONTHS</td>
<td>4</td>
</tr>
<tr>
<td>6 MONTHS</td>
<td>2</td>
</tr>
<tr>
<td>9 MONTHS</td>
<td>1</td>
</tr>
<tr>
<td>NICU/PUMPING</td>
<td>5</td>
</tr>
<tr>
<td>WORK/PUMPING</td>
<td>8</td>
</tr>
</tbody>
</table>
Testimonials

พฤณีKRystal, a nanny

"This program(WIC) has made me want to be a better mother. It helps me to be able to help other new mothers, like a mentor. I'm not strung out on dope here and it helps me to realize what I need to change about myself. I had WIC when I was out on the streets and it kept my kids from bei
Testimonials

- Samantha, Mother to baby Jayce, 10-months-old

"Having WIC breastfeeding support meant the world to me. Without them and all of the education and encouragement they gave me, I would not be Exclusively breastfeeding my son Jayce for 6 months and still going! Thank you guys so much".

Update as of January 2017: Mom was released and continues to breastfeed!
Testimonials

❖ Katherine, Mother of Jackson, 6-months-old
"The support from WIC Breastfeeding ladies meant so much to me. I had never breastfed before and this is my 3rd child. The bond was amazing and still is. Not only being able to give my child what he needed but the connection and bond between me and him is amazing. Being in here also doing breastfeeding was trying at times. So you guys coming in here was helpful and supportive.”
Contact information

• Sarah DeFelice, RDN – Marion County WIC Administrator

Sdefelice@marionhealth.org
Imagine if...
Two Birds, One Stone: Working with Hospitals to Increase WIC Caseload & Improve Breastfeeding Outcomes

Michigan Department of Health and Human Services WIC Division
Alignment with Breastfeeding Initiative
THREE KEY GOALS
Prepare mothers by providing consistent messaging
“Initial skin-to-skin will help establish milk supply.”
“Rooming-in will help you bond with your baby.”
Deliver evidence-based care in hospitals
Increase utilization of community support services
Hospital Leadership Survey (WIC OA)

Michigan WIC engaged MIBFN and Collective to strengthen WIC's ongoing work to expand and align current efforts in Michigan to improve maternity care practices, strengthen care coordination, and implement consistent breastfeeding educational training and tools. Through this survey we will gauge your organization’s interest in engaging in broader Collective Impact initiatives with your statewide, strategic partners.

1. Hospital Information and Interest in Hospital Staff Survey
2. WIC Referrals and Community Resources
3. Maternity Care Practices & Interest in Collaboration
4. Community Coordination

Hospital Information and Interest in Hospital Staff Survey

Your name

First

Last

Hospital Name

Zip Code where hospital is located

County where hospital is located

Your job title

Your email address

The best phone number to reach you

- - -

###  ###  ####
Current hospital practices
Staff perceptions of mothers’ preparedness
Staff perceptions community relationships
Interest in collective impact & quality improvement efforts
50 Hospitals
922 Staff
Hospital Report

Your staff have indicated there is a need for and interest in quality improvements in your hospital. Review this report to learn more.

MICHIGAN STATEWIDE: ALL HOSPITALS
Report Date: February 2, 2017
Complete Survey Responses: 352

HOSPITAL STAFF SURVEYS
Staff at your hospital have answered to gather a baseline understanding of:
- Current hospital practices
- Perception of the willingness and preparedness to receive evidence-based care
- Staff perceptions about relationships with community organizations, including referral
- Interest in broader, collective impact and quality improvement efforts

OVERVIEW OF YOUR REPORT
Survey data highlighted in BLUE indicates areas where your hospital staff have a need for and interest in quality improvement. Briefly, your staff has expressed a need for and interest in:
- Providing consistent messaging to families and all points of care
- Having better preparation for mothers or patients to receive evidence-based care practices in the hospital
- Increased access to breast and breast screening efforts
- Learning about and strengthening referral to community breastfeeding support services, particularly WIC

HOW TO USE YOUR REPORT
LEARN MORE
Review this hospital report to learn about current practices in your hospital as well as staff perceptions of mothers’ preparedness, community organization relationships and referrals, and interest in quality improvement efforts.

TURN YOUR DATA INTO ACTION
At the bottom of each page, there is a call to the Hospital Action Plan. The Action Plan provides concrete next steps along with suggestions for how to help hospitals turn the data contained in their reports into a next plan for change.

SHOW YOUR COMMITMENT
Submit your completed Action Plan to the state WIC agency to receive staff and patient education materials as well as to show your commitment to next steps and broader collective impact efforts.
INCOME QUALIFICATIONS

WIC income qualifications are much higher than people think. Hospital staff are severely underestimating WIC income qualifications.

$28,104
average annual income qualification estimate by staff for a family of four

$45,000
actual annual income for a family of four that can qualify for WIC services
BREASTFEEDING & FOOD PACKAGE BENEFITS

The WIC food package is tailored to support the unique needs of clients. Breastfeeding mothers on the WIC Program receive more food each month and are eligible to participate longer than their non-breastfeeding counterparts. The chart below shows many staff members are unaware of the extra food benefits for breastfeeding moms.

Compared to non-breastfeeding mothers...

- Breastfeeding moms receive more food
- Breastfeeding moms receive less food
- I don't know
REFERRAL TO WIC

Mothers are not the only ones who are surprised to find out they can qualify for WIC with an almost $45,000 annual income. Others in the community are also unaware, and are missing an opportunity to refer mothers. This is modeled throughout the state, as a majority of hospital staff do not refer to WIC or only refer those families they believe might qualify.

- 21%: I refer all mothers
- 42%: I refer mothers I believe might qualify
- 37%: I do not refer mothers
INTEREST IN STRENGTHENING REFERRALS

Not only is there a *need* to educate staff about breastfeeding support services offered through WIC, but hospital staff indicated they have a strong *interest* in learning more about those services and strengthening referrals to breastfeeding support organizations.

- Learning about local breastfeeding support services
- Strengthening referrals with community support organizations

- Strong Enthusiasm
- Enthusiasm
- Some Enthusiasm
- Little Enthusiasm
- No Enthusiasm
What to do with all this data?
Prepare Mothers to Receive Evidence-Based Care in the Hospital with Consistent Messaging

DISPLAY MATERIALS ABOUT EVIDENCE-BASED PRACTICES

The Core Message (Mom) can be key message, for example: 'The main goal is teaching the mother in labor about the benefits of evidence-based care. This includes: 

- My baby will be born

- Where will I deliver?

- Where will I deliver?

- My hospital will display the Core Message Poster in the following locations:

- Delivery Room

- Labor and Delivery Waiting Room

My hospital will display the Core Message Poster in the following locations:

- Delivery Room

- Labor and Delivery Waiting Room

PREPARE PATIENTS FOR THEIR HOSPITAL EXPERIENCE

The Core Message (Mom) can be key message, for example: 'The main goal is teaching the mother in labor about the benefits of evidence-based care. This includes: 

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EDUCATE STAFF ABOUT EVIDENCE-BASED PRACTICES

The Core Message (Mom) can be key message, for example: 'The main goal is teaching the mother in labor about the benefits of evidence-based care. This includes: 

- My baby will be born

- Where will I deliver?

- Where will I deliver?

- My hospital will display the Core Message Poster in the following locations:

- Delivery Room

- Labor and Delivery Waiting Room

Turn Your Data into Action!

Your hospital report shows where there is a need for and interest in quality improvements. Use this form as your plan for change.

Improve Evidence-Based Care & Provide Consistent Messaging with Staff Education

Your hospital report shows that some staff are unaware of the maternity care practices provided at your hospital. This report also shows that staff believe it is important to provide families with consistent messaging and resources about evidence-based practices in maternity care.

Here are activities that can help you educate staff about improving evidence-based care and providing consistent messaging:

- Educate staff about evidence-based practices:
  - Educate staff about evidence-based practices:
    - My staff will watch the Overview Video
    - My staff will watch the Overview Video

- Educate staff about available practices:
  - Educate staff about available practices:
    - My staff will review the We're Prepared Checklist
  - Educate staff about available practices:
    - My staff will review the We're Prepared Checklist

Every Family Deserves a Great Start

Find out more about all of these mom Collective mobile app tools. Learn what to expect, and your family will be prepared! Your family will have the same benefits as any other family.

Learn More with a Free Mobile

We're Prepared!
Helping families get off to a great start! Use this tool to build support, learn what to expect, and share your wishes with your care team.

Surround Yourself with Support

Continuity Resources

Care Team: Your Role

Learn More with a Free App!
Don't Worry
Nature's Got You Covered

When the magic day comes, Mother Nature will do most of the work for you. Follow these simple tips to help you and your baby get off to a great start!

Build Your Team

Ask for Help
Surround yourself with support to help you reach your goals:
- your champion (a key person like the baby's father, grandmother, or friend)
- community resources
- WIC, home visiting programs, and quiet time

Get Ready

Don't Rush Baby
In a normal pregnancy, it's safest for labor to begin on its own:
- baby's brain has time to grow
- you're less likely to need a C-section
- you and baby have a lower risk of any health issues

Fall In Love

Skin to Skin
Place your baby on your chest, skin to skin, after birth to:
- help you bond with baby
- keep baby warm & calm
- help baby learn to breastfeed (thanks to Mother Nature!)

Keep Baby Close

Keep Baby in Room
Keep the baby in your room at the hospital to:
- teach baby you're mom
- show baby to feed when ready, and more often
- help you learn when your baby wants to feed

Learn Your Baby

Feed Baby on Cue
Watch for signs that baby wants to feed:
- help baby feel satisfied and content
- make breastfeeding easier
- help your body make breast milk quicker

Nourish

Latch Baby Well
Your nurse will help you find a good latch:
- you make plenty of milk for baby
- baby gets milk more easily
- breastfeeding is comfortable for you and your baby

Protect Breastfeeding

Born to Breastfeed
Good for Babies:
- Feverless ear infections
- Less likely to become obese
- Less likely to die from Sudden Infant Death Syndrome (SIDS)
Good for Moms:
- Less likely to get breast cancer
- Less likely to have heart disease

Get Prepared with the FREE Mobile App

Collective's free mobile app will help you learn what to expect at the hospital with:
- Hundreds of photos to show you what to do
- Easy steps to help you prepare
- Things to consider when building your team

Collective
Get step by step tips & so much more with our FREE app
Simply search “Collective” in the app store
Don’t Worry.  
Nature’s Got You Covered.

Get Ready to Fall in Love

Being prepared for a smooth hospital stay allows you to focus on what’s most important – those first few moments with your new family.

Get Prepared with these Free Tools
Collective’s free mobile app and matching checklist will help you learn what to expect at the hospital. They’ll help you get prepared for your baby. And they’ll help you talk with your care team about your plans.

- Hundreds of photos to show you what to do
- Easy steps to help you prepare
- Things to consider when building your team

Visit Collective.com for more information.

Use the QR Code to download this free and easy mobile app today!
WIC SUPPORTS BREASTFEEDING!

MORE FOOD
Breastfeeding moms get more food & receive benefits longer than non-breastfeeding moms.

PEER SUPPORT
Moms can get support from a WIC peer counselor during pregnancy & after hospital discharge.

REFER A MOM TO WIC
Discuss during a latch assessment

MORE FOOD
Breastfeeding moms eat more healthy foods & receive benefits longer than non-breastfeeding moms.

PEER SUPPORT
Moms can get support from a WIC peer counselor during pregnancy & after hospital discharge.

$45,000
A family of four can earn up to $45,000 & still qualify for WIC benefits.

www.marylandwic.org
What is WIC

WIC Offers
The Women, Infants, and Children program is a nutrition program that helps women who are pregnant, breastfeeding, just had a baby and infants and children up to 5 years old eat well, be active, and stay healthy.

WIC Provides
- Nutrition education
- Breastfeeding support and help
- Nutrition counseling
- Referrals to health care, immunizations and other programs
- WIC Bridge Card to buy healthy food

WIC Provides Healthy Foods such as
- Milk, fruits and vegetables
- Cereal
- Beans
- Nuts
- Whole grains
- Whole wheat pasta
- Oatmeal
- Bread/buns
- Brown rice
- Soy milk for WIC participants

Breastfeeding Benefits
- Breastfeeding moms receive food benefits longer than non-breastfeeding moms
- Moms who breastfeed get more food every month than non-breastfeeding moms
- Moms who exclusively breastfeed get the most amount and variety of food

Breastfeeding Benefits

Pumps
Most insurances, including Medicaid, will cover a breast pump. WIC is here to support you with breastfeeding and pumping. WIC can help by providing:
- Going back to work/school and making a pump plan
- Knowing your rights about pumping at work

A Helping Hand
Below are just a few of the great ways your local WIC clinic supports you through this time in your life. You work hard to raise a healthy family, and the WIC program can help:
- Preparing you for the hospital
- Teach you how to breastfeed and learn about your baby
- How to make breastfeeding work in your life
- Answer questions about growth and feeding

WIC at Work
Take advantage of WIC’s services. We are here to help provide the information and support you need to have a positive breastfeeding experience.
- Support after hospital discharge - by phone and in person
- Peer counselors are moms who have breastfed and are trained to support new moms
- Group classes
- On-line education
- One-on-one support with a Registered Dietitian
- Referrals to other health, welfare and social services

Other WIC information provided includes: prenatal nutrition, breastfeeding, feeding your child, parenting tips plus much, much more...
Join WIC

Many moms don't know if they qualify. Income level is higher than many people think. You can join WIC as soon as you believe you're pregnant. You receive food benefits right away along with nutrition information and education through online lessons, prenatal classes and spending time with registered dietitians.

To Qualify
- Be a pregnant woman, new mom, breastfeeding mom, infant or child 1-4
- Meet income guidelines

2016-2017
48 Contiguous States, D.C., Guam & Territories

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<tr>
<th>Persons in Family or Household Size</th>
<th>Annual</th>
<th>Monthly</th>
<th>Bi-Weekly</th>
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<td>4</td>
<td>44,955</td>
<td>3,747</td>
<td>1,935</td>
<td>853</td>
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<td>each additional</td>
<td>7,896</td>
<td>641</td>
<td>320</td>
<td>143</td>
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</tbody>
</table>

Please refer to www.fns.usda.gov/wic/income-eligibility-guidelines for complete guidelines and eligibility information. Income guidelines change annually and are from July 1st to June 30th.

Get Prepared
Download a free mobile app to prepare for your baby's birth. Search for Collective in the app store to get started.

Contact
Find your local WIC agency information at:
1-800-26-6857 (1-800-262-6784)

Eligibility
Visit: wic.michigan.gov/clientportal for local clinic information and to see if you qualify for WIC services.

Appointment Information

<table>
<thead>
<tr>
<th>APPOINTMENT TYPE</th>
<th>DATE</th>
<th>TIME</th>
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</thead>
</table>

| LOCAL WIC CLINIC |

What to Bring to the First Visit:
-Proof of income and/or Medicaid Card
-Proof of identification for the applicant (drivers license, birth certificate)
-Proof of applicant’s address
-Proof of pregnancy, if available (for pregnant women)
-Immunization record, if available (for children)

www.michigan.gov/wic

Together Growing Stronger Families

MDHHS

This institution is an equal opportunity provider.
WIC Referral Training

Surrounding Families with Support
Making Referrals to WIC

You can help ensure mothers are surrounded with the support they need to reach their breastfeeding goals by increasing your referrals to WIC.

WIC REALLY SUPPORTS BREASTFEEDING!

The Women, Infants and Children (WIC) Program is a supplemental nutrition program that has a strong commitment to support breastfeeding. To share this commitment, WIC offers a range of services to help pregnant, postpartum, and breastfeeding women, as well as infants and children up to 5 years old, eat well, be active, and stay healthy.

WHAT YOU NEED TO KNOW

To ensure mothers are surrounded with support, here are three key things you should know about WIC services:

MORE FOOD
Breastfeeding moms get more food & receive healthy snacks than non-breastfeeding moms.

PEER SUPPORT
Moms can receive support from a WIC peer counselor during pregnancy and after discharge.

$45,000
A family of four can qualify for WIC services with an annual income of about $45,000.

WAYS TO REFER MOTHERS TO WIC

The sooner you are able to refer your patients to WIC, the sooner those moms and their children will be able to get the nutrition, support, and resources they need to be successful with breastfeeding and get a great start as a family. Here are three effective and tailored “High Impact Behaviors” you can do to refer mothers to WIC:

1. Discuss a mother’s desire of support during a brief assessment:
   - Ask mom: “What sources of support do you have that are going to help you succeed outside the hospital? Have you heard about WIC?”
   - If mother does not know about WIC, follow up with: “It’s a government program that provides great breastfeeding support, nutrition education, and supplemental foods. People are often surprised to learn that families of four that make up to $45,000 annually can qualify. If you’d like to learn more, I’d be happy to connect you.”

2. Provide a handout: Give mothers the “WIC Pre-Partum Checklist” or the WIC brochure at any point during a mother’s hospital stay or during discharge.

3. Tell your colleagues so they can make referrals and better help families too.

Watch the WIC Referral Training Video to learn more about how WIC supports breastfeeding & easy ways you can make referrals.

Effective
WIC referral high impact behavior: ask & share.
Creating Continuity:
Unifying Breastfeeding Messaging & Cultivating a breastfeeding village

Glencora Gudger, MA & Leslie Lytle, MS, LCCE
Setting the Scene: Richmond City
Fractured Communication
WIC Supports Breastfeeding

**Did you know WIC...**

promotes breastfeeding as the optimal infant feeding choice? Breastfeeding helps you bond with your baby and mama’s milk reduces your baby’s risk of obesity, type 2 diabetes, asthma and lower respiratory infections.

Find out more: 804 - 482 - 5500

**Did you know WIC...**

promotes breastfeeding as the optimal infant feeding choice? It’s no wonder why: breastfeeding reduces mothers’ risk of breast cancer, ovarian cancer, type 2 diabetes and postpartum depression.

Find out more: 804 - 482 - 5500
WIC-onfused?

• “I thought WIC only provided formula.”

• “I thought WIC was just a food package, I didn’t know that there was an educational component too.”

• “I couldn’t tell you what types of food are in WIC food package.”

• “Why do I need know about WIC? I’m a pediatrician.”
Developing a Training

• Tailor the message to the audience
  – Non-profits, pediatricians and OB-GYNs

• Receive advice and feedback
  – San Diego WIC, WIC director, local coalition, NWA, physicians, ACOG

• Includes:
  – Programmatic knowledge: 395 & beyond
  – Opportunities to embed WIC messaging into routine conversations
  – Strategies to increase WIC enrollment in target populations and sustain WIC participation
GOAL: Turning Community Partners into WIC & Breastfeeding Advocates
GOAL: Unified Messaging

Guide to the Newborn Stomach

Day One
1 - 1.5 tsp

Day Three
1.5 - 2 Tbs

One Week
3 - 4 Tbs

One Month
5 - 10 Tbs

This is all the breastmilk you need per feeding.
WIC 101 Training Reach

• Trained 535 individuals
  – 24 pediatric settings
  – 11 OB settings
  – 15 non-profit settings

• Training Types
  – Grand Rounds
  – Pre-existing staff meetings
  – Lunch & Learns
  – Flash training at nursing stations
How familiar are you with the following WIC Services?

- **WIC breastfeeding services:**
  - Pre Training: **52%** were unfamiliar or very unfamiliar
  - Post Training: **94%** were familiar or very familiar
I feel comfortable contacting the WIC office for support.

Following the training **96%** agreed or strongly agreed that they would feel comfortable contacting WIC for support.
I feel the WIC 101 Training was:

98% felt the training was either very useful (88%) or useful
125 Community Partners from 25 orgs
  – WIC staff
  – Ped/OB/NPO partners from WIC 101
  – Clinic staff from RCHD
  – Representatives from all local hospitals

Ready, Set, Baby! Curriculum
  – Train the trainer model
  – Evidenced based, best practice from Carolina Global Breastfeeding Institute (CGBI)
97.1% of participants agreed or strongly agreed that the symposium helped them practice how to educate about breastfeeding.
95.65% agreed or strongly agreed the symposium was a good platform to identify breastfeeding barriers, opportunities and implementation strategies.
6 month post-survey of the symposium
100% of participants somewhat or strongly agreed that RSB continues to provide them with the support needed to educate clients about breastfeeding.
BREASTFEEDING WELCOME HERE

• WIC 101 in 4 surrounding health districts
• Breastfeeding 101 with RVA community partners
• 2017 Breastfeeding Symposium: Breastfeeding Policy
THANK YOU!
QUESTIONS?

GLENCORA GUDGER

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LESLIE LYTLE

leslie.lytle@richmondgov.com