SUPPORTING BREASTFEEDING
Fighting Childhood Obesity

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Celebrating WIC:
40 Years of Strengthening Families Through Advocacy
WIC does right by these moms and babies
WIC serves 9 million participants

90 State Agencies
1900 Local Agencies
10,000 clinic sites
WIC's come a long way....40 years later
1989: First set aside for BF: $8 mill
1992: Special Food package for bf women
1994: $21 for every Pg and BF woman for BF
1997: Loving Support Launched
1998: $24.80 for every Pg and BF woman
2004: $20 million for Peer Counseling
2009: Food Packages changes to incentivize exclusive breastfeeding
2014: $60 million for Peer Counseling
The WIC Program has stepped up to become the face of breastfeeding support in the community

- Active in coalitions/task forces
- Funds for peer counseling
- Terrific staff training curriculum
- NWA BF summit/strategic plan

ONLY PROGRAM WITH $$$$$$ to promote and support breastfeeding!!
and we collect tons of data!

- WIC data: Proof that WIC works
- WIC can successfully promote breastfeeding
- Breastfeeding significantly reduces rates of childhood obesity
Breastfeeding and Obesity

• PHFE WIC serves over 300,000 participants/month

• ~5000 births/month

• 60 sites in LA, Orange and San Bernardino Counties

• 84% Hispanic, 6% Asian, 5% African-American, 4% White
Fully Breastfeeding at 6 Months

- Apr 07: 8.4%
- Mar 08: 8.5%
- Apr 08: 8.5%
- Mar 09: 8.5%
- Nov 09: 14.1%
- Sept 10: 14.1%
Breastfeeding reduces childhood obesity

- What WIC data do we have to support this?
  - 80,000+ infants on WIC from birth to 4+ years old
  - They have the same Individual ID for four + years
Initiation of Full breastfeeding = 23.6% reduction in obesity at age 4

Obesity Rate at Age 4

- Full Formula Package: 25.9
- Combination Package: 24.2
- Fully Breastfeeding Package: 19.8

*Package issuance at infant enrollment into WIC
Longer breastfeeding duration = lower obesity rates at age 4

• For every additional month of ANY breastfeeding:
  – 2% reduction in obesity at age 4.

• For every additional month of FULLY breastfeeding:
  – 4% reduction in obesity at age 4.
Breastfeeding, SSBs and Obesity: How are they related?

Study Goal:

To examine the separate and combined effects of breastfeeding in the first year of life and SSB intake at ages 2-4 on the prevalence of obesity in early childhood.
SSB intake affected obesity prevalence only in children who were breastfed less than 12 months.

One out of two babies in the US is a WIC baby
If 90% of US families could comply with medical recommendations to breastfeed exclusively for 6 months, the United States would save $13 billion per year and prevent an excess 911 deaths, nearly all of which would be in infants ($10.5 billion and 741 deaths at 80% compliance).
Study Finds Modest Declines in Obesity Rates Among Young Children From Poor Families

By SABRINA TAVERNISE
Published: December 25, 2012

A new national study has found modest declines in obesity among 2-to 4-year-olds from poor families, a dip that researchers say may indicate that the obesity epidemic has passed its peak among this group.

The study, by researchers from the Centers for Disease Control and Prevention, drew on the height and weight measurements of 27 million children who were part of the federal Women, Infants and Children program, which provides food subsidies to low-income mothers and their children up to the age of 5.

The study was based on data from 30 states and the District of Columbia and covered the years from 1998 to 2010. The share of children in these states who were overweight rose at a rate of about 0.6 percentage point a year from 1998 to 2002, fell to 0.1 percentage point a year from 2002 to 2005 and then rose again at a rate of 0.4 percentage point a year from 2005 to 2010.

A different measure of obesity, the share of children who were obese, rose at a rate of about 0.7 percentage point a year from 1998 to 2001, dropped to 0.1 percentage point a year from 2001 to 2006 and rose again at a rate of 0.4 percentage point a year from 2006 to 2010.

The researchers concluded that the nation’s overall childhood obesity rate had continued to rise throughout the study period, except for a modest decline in the first three years of the study, and that the dip in the rate of obesity after 2006 was likely a statistical anomaly, since the declines were not statistically significant. The rate of obesity rose again in the years after 2006, and the modest declines seen in the initial years of the study can now be attributed to an increase in the number of states that participated in the study, the researchers said.
Obesity Rate for Young Children Plummets 43% in a Decade

By SABRINA TAVERNISE  FEB. 25, 2014

Federal health authorities on Tuesday reported a stunning 43 percent drop in the obesity rate among 2- to 5-year-old children over the past decade, the first broad decline in an epidemic that often leads to lifelong struggles with weight and higher risks for cancer, heart disease and stroke.

The drop emerged from a major federal study that tracked nearly a quarter-million children from ages 2 to 5 over 10 years. The study found that the rate peaked at 20 percent in 2005 before declining to 11.3 percent in 2012. It was the first nationwide health survey to measure childhood obesity, and it follows a similar study that found that the rate has been declining among teenagers.

"It’s been clear for a long time that we’ve failed to reverse childhood obesity," said Dr. Thomas Farley, the director of the Centers for Disease Control and Prevention’s Division of Nutrition, Physical Activity and Obesity. "This shows that it’s possible to reverse the epidemic."
WIC Breastfeeding Efforts Scaling New Heights