Enhancing Breastfeeding Support in WIC: IBCLCs in Oregon WIC

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Oregon WIC Program
Oregon WIC Demographics

- 34 local agencies (30 in local Public Health Departments)
- ~75% of local staff are paraprofessionals
- Spanish main non-English language spoken (all others are less than 2% of caseload)
- Very urban AND very rural areas of the state
“Growing our own” IBCLCs

- Since 2004, Oregon’s state WIC program has sponsored 31 local agency and 3 state staff to become IBCLCs
- Have WIC IBCLCs currently in 16 out of 34 local agencies
- Importance of having IBCLCs in State WIC office in BF roles
What does “sponsoring” look like?

- Purchased study text books
- Held study group via “conference calls”
- Reimbursed for exam fee
On-going support for IBCLCs

- Annual GOLD Lactation Conference registration
- Monthly BF and BFPC Coordinators calls
- Reimburse for recertification (by CERPs or by Exam)
What do IBCLCs do in Oregon WIC Clinics?

- Often serve as the local agency BF Coordinator
- We require that the local BFPC coordinator also be an IBCLC
- Train and mentor staff to address common BF situations in WIC
- Community connections: local BF coalition members
Milk Mob (BF Champion) Training in June in Portland

- Course developed in Wisconsin - trained all Wisconsin WIC staff
- Focus on developing care plans for common BF problems
- Uses in-person and telephone triage tools to improve BF outcomes
- Day 3 - “Train the Trainer” session - must be an IBCLC to attend
Looking Ahead ..... 

- Working with Coordinated Care Organizations (CCOs) under Oregon’s Medicaid waiver and Healthcare Transformation to expand access to ACA required lactation services
- Exploring licensure for IBCLCs
Contact Information

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