Breastfeeding in the Community: Increasing Access to Breastfeeding Support through Local WIC Agency Services Expansion

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Acknowledgement

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The findings and conclusions in this presentation are those of the authors and do not necessarily represent the official position of the funder.
Learning Objectives

- Describe breastfeeding support interventions by local WIC agencies expansion services through CDC funding.

- List at least two innovative partnership activities to improve access to breastfeeding services.

- Provide at least two examples of small policy, system and environmental (PSE) changes within the WIC agency or service population that local agencies may be able to implement.
Project Overview
NACCHO made **72 awards**, to 69 organizations in thirty-two states and territories.
Project Goals

Increase implementation of evidence-based and innovative peer and professional breastfeeding support programs, practices, and service.

Increase awareness of the processes, successes, and challenges of implementing and expanding access to local peer and professional lactation support services.

Increase local, state and national partnerships to support peer and professional breastfeeding supports.
Grantees Utilized Funds to...
WC Grantees
Breastfeeding Rates Have Increased for Women Receiving WIC

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<tbody>
<tr>
<td>Ever</td>
<td>68.8</td>
<td>69.2</td>
<td>71.8</td>
<td>73.1</td>
<td>74.1</td>
<td>81.1</td>
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<tr>
<td>At 6 months</td>
<td>36.4</td>
<td>36.5</td>
<td>37.8</td>
<td>39.1</td>
<td>39.1</td>
<td>51.8</td>
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<tr>
<td>At 12 months</td>
<td>18.8</td>
<td>18.5</td>
<td>19.7</td>
<td>19.3</td>
<td>21.0</td>
<td>30.7</td>
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<tr>
<td>Exclusive through 3 months</td>
<td>27.9</td>
<td>28.4</td>
<td>31.7</td>
<td>33.4</td>
<td>34.3</td>
<td>44.4</td>
</tr>
<tr>
<td>Exclusive through 6 months</td>
<td>11.6</td>
<td>12.6</td>
<td>13.9</td>
<td>15.6</td>
<td>15.7</td>
<td>22.3</td>
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Grantees by the Numbers

17
Local WIC Agencies

13
In a Local Health Department

5
Partnered with Local EMPower Hospital
## Services by the Numbers

<table>
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<th>Individual Breastfeeding Education and Support Encounters</th>
<th>Breastfeeding Support Groups</th>
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<td>48,376</td>
<td>757</td>
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National Association of County & City Health Officials
Funding Timeline & Focus

Cohort 1
- Average Award: $39,000
- Project Length: 16 months
- Focus: Grantee Selected

EMPower
- Average Award: $42,000
- Project Length: 5 months
- Focus: Support Baby Friendly Hospital Initiative Steps 3 & 10
Barriers & Facilitators
Barriers
Training

- 138 Staff
- 769 Hours
- Better Support
PSE Changes

- Policy
- System
- Environment
Going the Extra Mile
One-on-One Support
Support Groups
Phone and Texting

How are you doing today?
Baby is latching great!
Procedures
Breastfeeding Support

- Frequent
- Predictable
- Consistent
Reduced Barriers to Accessing Breastfeeding Support

Non-traditional Partners

Traditional Partners

Community Members
Creating Change

- Policies
- Systems
- Environments
Change takes time!
Questions?
THANK YOU!