Tools for Reaching Breastfeeding Exclusivity Goals

January 8, 2013
Objectives

1. Describe how to discuss with a pregnant woman the WIC food packages available to her in baby’s first month.
2. Specify the food package options for the mother once the food package for the baby has been determined.
3. Identify at least one report available to assist in assessing agency’s breastfeeding rates.
Consider how to minimize early supplementation with infant formula through continued or increased efforts to promote and support the breastfeeding dyad.

Food package options allow for three infant feeding options:
- Exclusively breastfeeding
- Partially breastfeeding
- Fully infant formula feeding
**Breastfeeding Definitions**

- For the purpose of assigning WIC food packages:

<table>
<thead>
<tr>
<th>USDA</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusively breastfed</td>
<td>Women whose infants do not receive formula from WIC</td>
</tr>
<tr>
<td>Partially breastfed</td>
<td>Women whose infants receive formula in amounts that do not exceed the maximum allowances for the partially breastfed infant</td>
</tr>
<tr>
<td>Full formula</td>
<td>Non-breastfeeding women</td>
</tr>
<tr>
<td></td>
<td>Women whose infants receive formula in amounts that exceed the maximum allowances for the partially breastfed infant packages</td>
</tr>
</tbody>
</table>
Evaluation of the Birth Month Breastfeeding Changes to the WIC Food Packages

December 2011

FNS USDA
Food & Nutrition Service

Final Report
Birth Month Study

- Study evaluated the impact of the changes on:
  - WIC package choices
  - Infant formula amounts
  - Initiation, duration and intensity of breastfeeding

- Focused on infants and their mothers for the birth month and next five months postpartum
Findings

- Initiation rates did not change
- Duration showed a slight increase
- Breastfeeding intensity did not change
  - No change in the percentage of mothers exclusively breastfeeding among those who had initiated breastfeeding
Overall Findings

- Results are neutral in the sense that no adverse impact was observed.

- Therefore...
Illinois WIC food packages will change to provide two options initially after birth:
- Full breastfeeding
- Full infant formula feeding

There will no longer be an option for partially breastfeeding in the first month.
Why?

- Introducing formula:
  - reduces the health impact of breastfeeding
  - milk production decreases
  - reduces breastfeeding duration

- Intended to strengthen efforts in Illinois to promote and support breastfeeding as the optimal infant feeding choice for WIC mothers
Food Package Assignment

- Is determined by
  - how much breastfeeding the infant is doing
  - age of the infant
Food Package Assignment: Birth Month

- What if mom is exclusively breastfeeding?
  - She would be certified as breastfeeding
    - for food package assignment she must be considered exclusively breastfeeding
  - Food packages for both mom and baby would be assigned using the Grand Deluxe tables
What if mom wants formula in the first month but she is also breastfeeding?

- She would be certified as breastfeeding
  - for food package assignment she must be considered fully formula feeding regardless of the amount of formula provided.
- Food packages for both mom and baby would be assigned using the Breastfeeding Basic tables.
- Provide enough formula to meet her needs, void remaining food instruments.
Food Package Assignment: Birth Month

- What if mom wants formula in the first month and is not breastfeeding?
  - She would be certified as post-partum
    - for food package assignment she must be considered fully formula feeding.
  - Food packages for both mom and baby would be assigned using the Basic tables.
## Cornerstone Screens for Birth Month

<table>
<thead>
<tr>
<th>Intensity of Breastfeeding</th>
<th>PA15 Category</th>
<th>SV01 Code</th>
<th>AS02 Food Pkg Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive</td>
<td>Breastfeeding “B”</td>
<td>WCB or WCBN</td>
<td>Grand Deluxe</td>
</tr>
<tr>
<td>Partial</td>
<td>Breastfeeding “B”</td>
<td>WCB or WCBN</td>
<td>Breastfeeding Basic</td>
</tr>
<tr>
<td>None</td>
<td>Postpartum “N”</td>
<td>WCN or WCNN</td>
<td>Basic</td>
</tr>
</tbody>
</table>
Impact

- Many states, including California and Pennsylvania, have not provided supplemental formula in the first month of life since 2009.
- In SFY12 only about 7% of Illinois WIC infants received the package which provided 1 can of formula in the first month.
- Many agencies were much lower
- Let’s hear how they discuss formula supplementation in the first month.
PC Interviews

- Describe how you work with pregnant women to establish a breastfeeding goal. Do you do this in class or one-on-one? What are typical responses?
- How do you talk to a mom that feels she needs supplemental formula?
- How do you help moms understand that they have enough milk?
Partial Breastfeeding
After the First Month

- Staff must assess the amount of supplement requested by moms who are not exclusively breastfeeding
- USDA has established “Federal Maximum Monthly Allowances” for supplemental formula.
Partial Breastfeeding 
After the First Month

- Moms who want:
  - Less than the Federal Maximum receive a Deluxe food package
  - More than the Federal Maximum receive a Basic Breastfeeding food package
Food Package Assignment: 1-3 months

- Partially breastfeeding packages for the infant 1-3 months of age have not changed.

- Possible scenario:
  - dyad is considered fully formula feeding in the first month, then partially breastfeeding in months 1-3.
Example

Mom requests 2 cans of formula for her baby in the first month.

<table>
<thead>
<tr>
<th></th>
<th>Food Package 0-1 month</th>
<th>Food Package 1-3 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mom</td>
<td>200</td>
<td>100</td>
</tr>
<tr>
<td>Baby</td>
<td>410, FI # 1</td>
<td>407</td>
</tr>
</tbody>
</table>
Dyads Must Agree

- Food package stops
  - For Example, cannot provide:
    - full formula package for the infant and a partially breastfeeding package to the mother
    - full formula package for the infant and a exclusive breastfeeding package to the mother
### 4-5 Month Old Infants

- Food packages have not changed for infants this age but dyads must match

<table>
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<tr>
<th></th>
<th>Food Pkg 4-5 months</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Mom</td>
<td>150</td>
<td>200</td>
</tr>
<tr>
<td>Baby</td>
<td>505</td>
<td>510</td>
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Food Package Assignment: > 6 Month Old Infants

- What if mom is exclusively breastfeeding?
  - She would continue her breastfeeding certification
    - for food package assignment she must be considered exclusively breastfeeding.
  - Food packages for both mom and baby would be assigned using the Grand Deluxe tables.
Food Package Assignment: > 6 Month Old Infants

- What if mom wants formula but she is also breastfeeding?
  - She would continue her breastfeeding certification
  - Food package assignment is based on the amount of formula provided to the baby:
    - Deluxe Partially Breastfeeding tables: Foods still provided
    - Breastfeeding Basic tables: 240 package w/ no food
  - For the baby, provide enough formula to meet needs & void remaining food instruments.
Food Package Assignment:
> 6 Month Old Infants

- What if mom wants only formula?
  - Her certification as post-partum ends when the baby turns 6 months old.
  - The baby will continue to receive a food package from the Basic food package table until his/her first birthday.
CHP Interviews

- “How and when do you discuss the differences in the WIC food packages for infants and new moms?
- “How will the removal of the partial breastfeeding packages (1 can) in the first month change your counseling and education?”
WIC Coordinator Interviews

- “How do you monitor CHPs and PCs regarding breastfeeding promotion and support?”
- “What reports do you review to assist you in meeting breastfeeding goals?”
Implementation

- Several guidance documents have been provided today.
- Further information will be provided after Cornerstone testing of these changes is complete.
Exclusivity at 3 Months

- Illinois WIC SFY12: 8
- Goal for SFY13: 10
- HP 2020 Goal: 44
Thank you