

Ramping Up Professional Support for WIC Moms

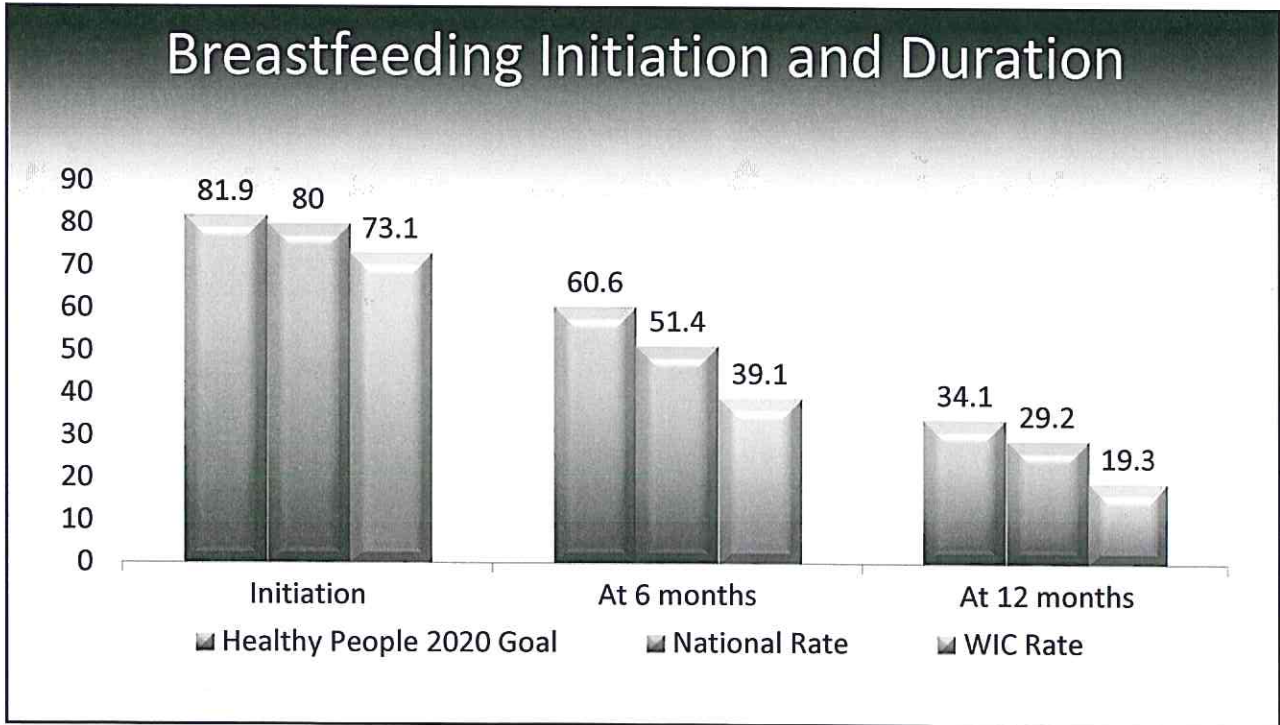
Cathy Carothers, IBCLC, FILCA
Every Mother, Inc.



National WIC Association Report on IBCLCs in WIC

Disclosure

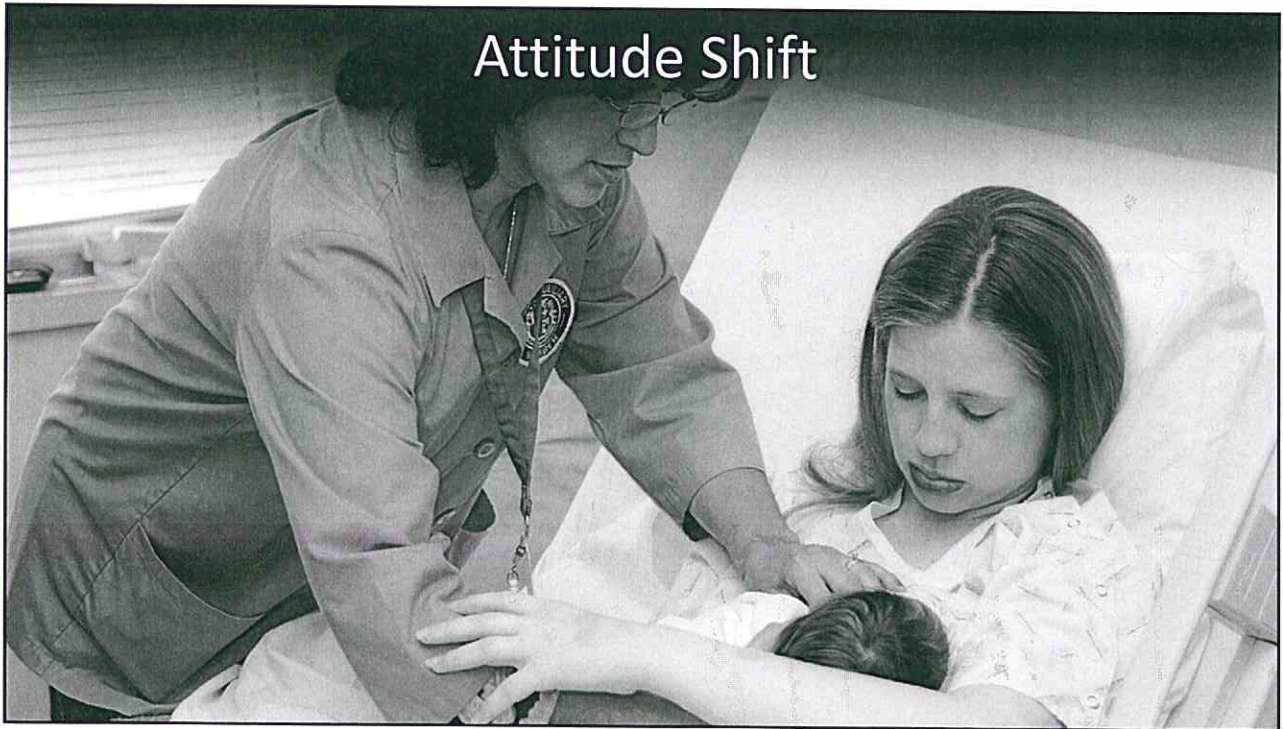
No financial disclosures

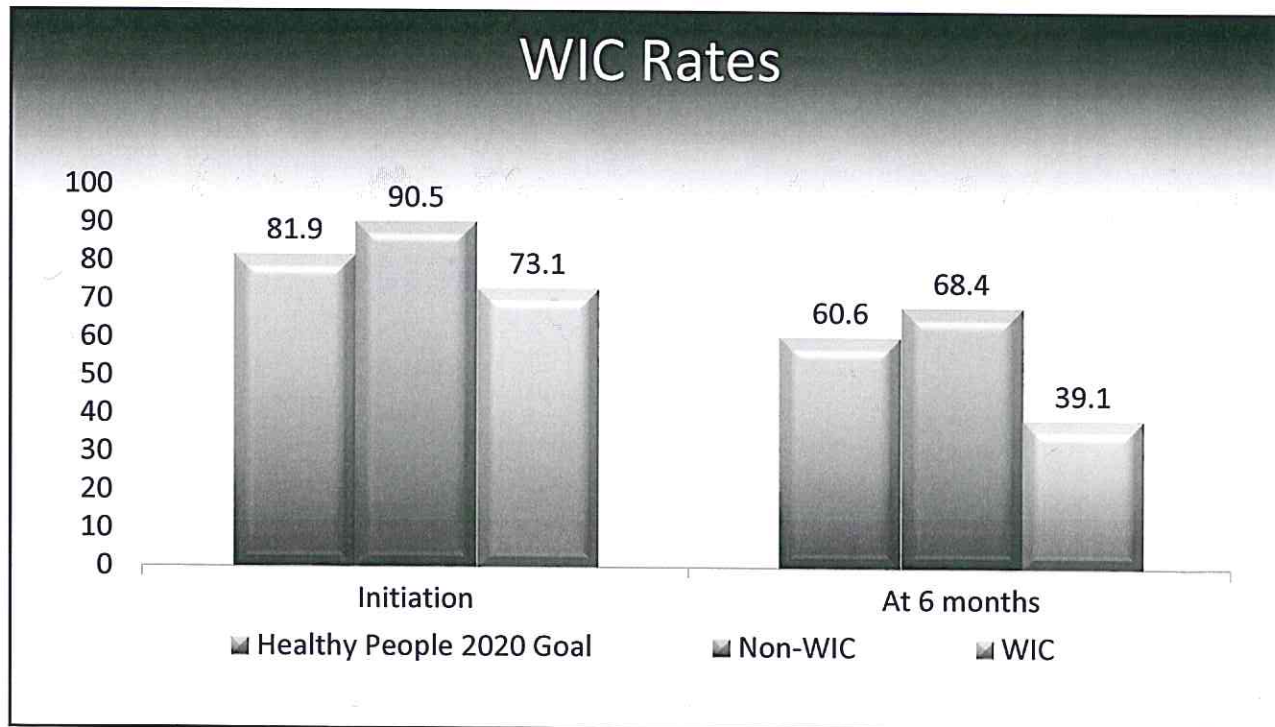
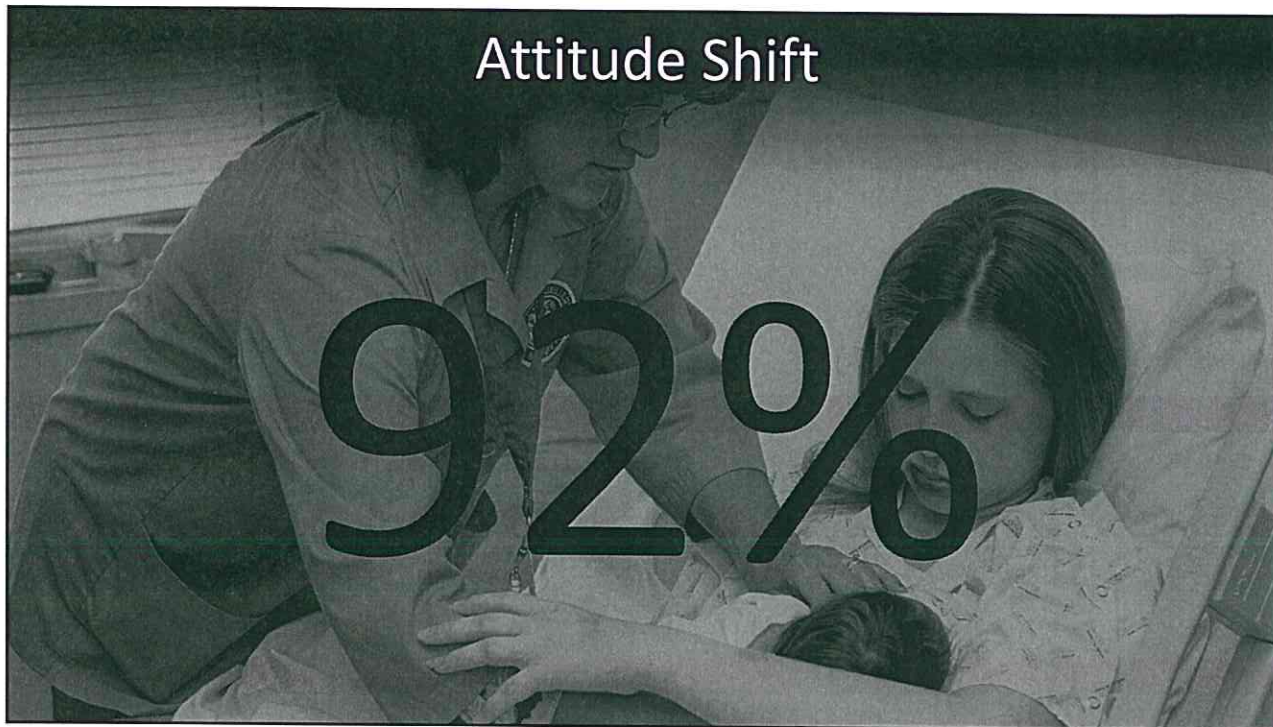


Mainstreaming Breastfeeding



Attitude Shift





CDC Centers for Disease Control and Prevention
CDC 24/7. Saving Lives. Protecting People™

SEARCH

CDC A-Z INDEX ▾

breastfeeding

- breastfeeding
- Guidelines & Recommendations
- Diseases & Conditions
- Data & Statistics
- National Immunization Survey (NIS)
- Breastfeeding Report Cards
- Infant Feeding Practices Study II and Its Year Six Follow Up
- Maternity Practices in Infant Nutrition & Care (mPINC) Survey
- HealthStyles Survey
- research

Data & Statistics

60%

Breastfeeding Report Card

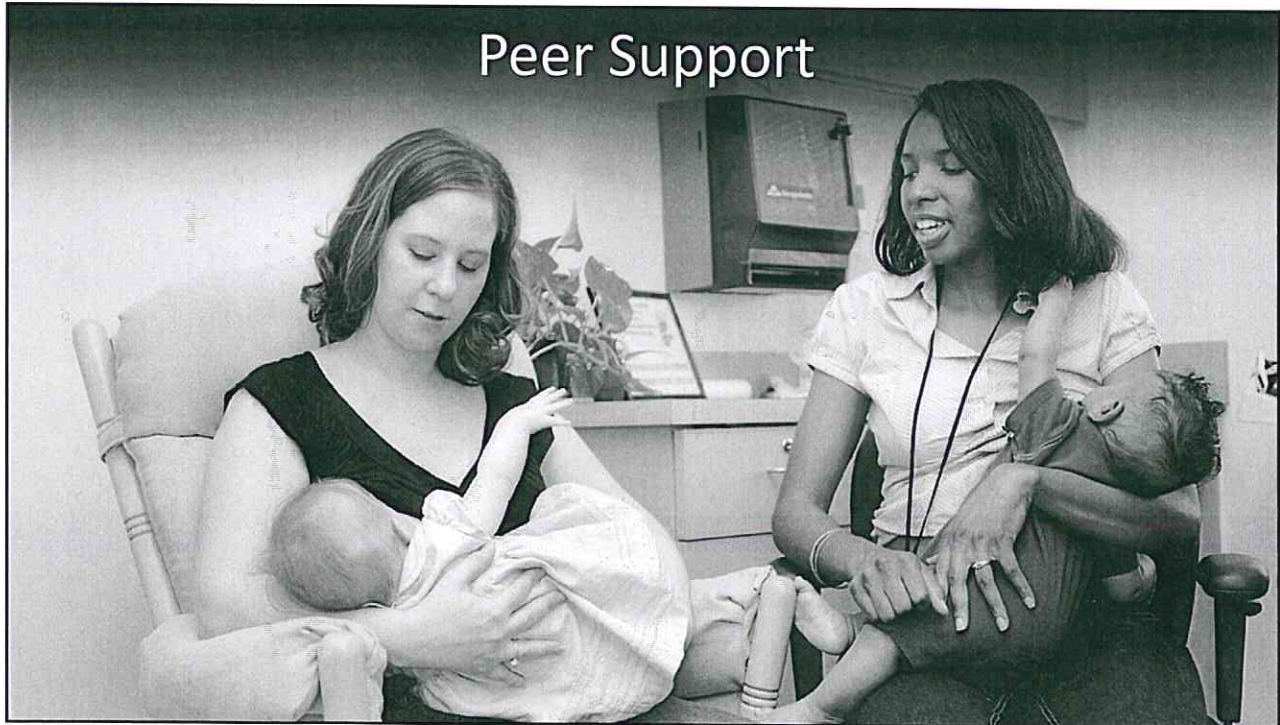

The CDC Breastfeeding Report Card provides state-by-state data to help public health practitioners, health professionals, community members, child care providers, and family members work together to protect, promote and support breastfeeding. The Report Card indicators measure support in key community settings as well as the current data on breastfeeding goals outlined in *Healthy People 2020*.

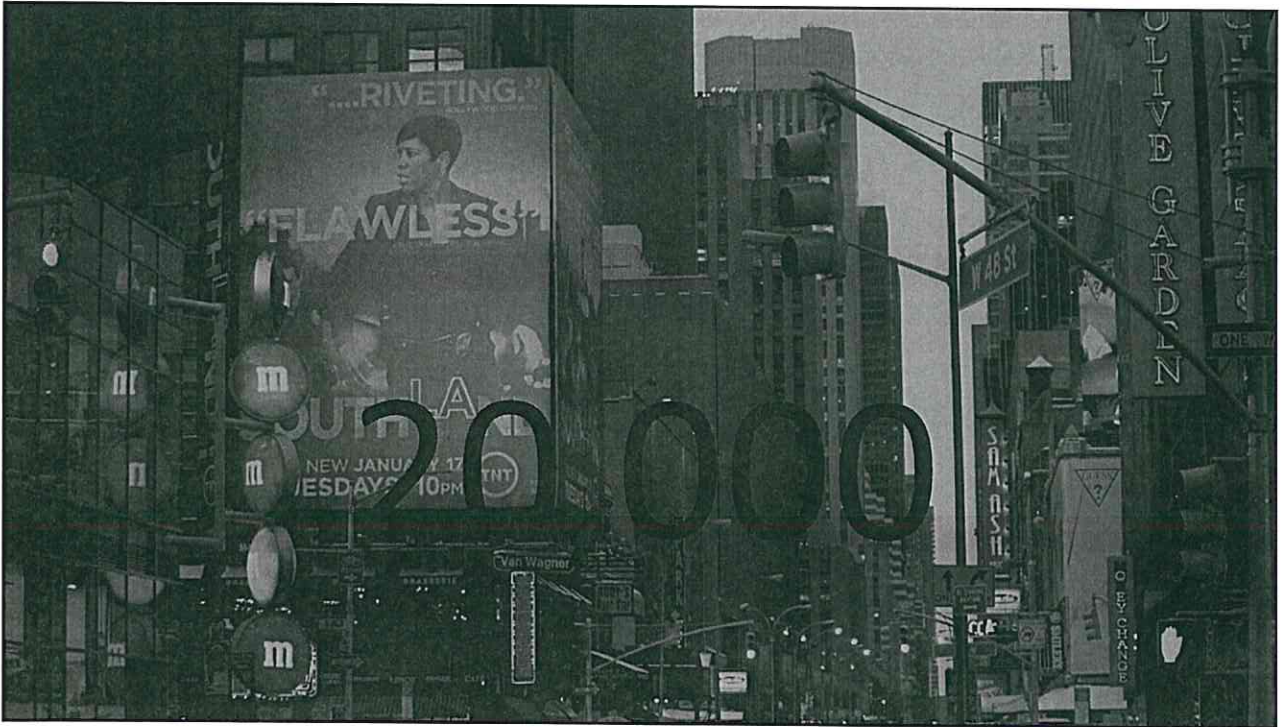
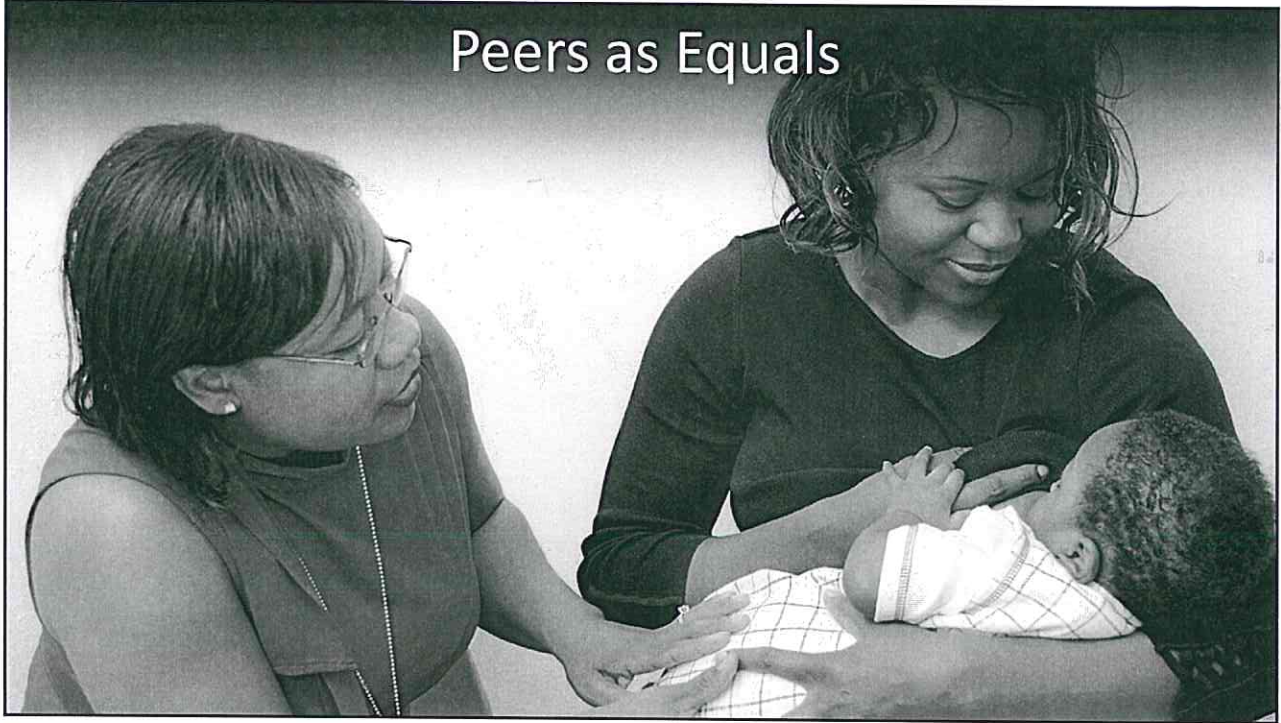
U.S. National Immunization Survey — National and State Breastfeeding Rates

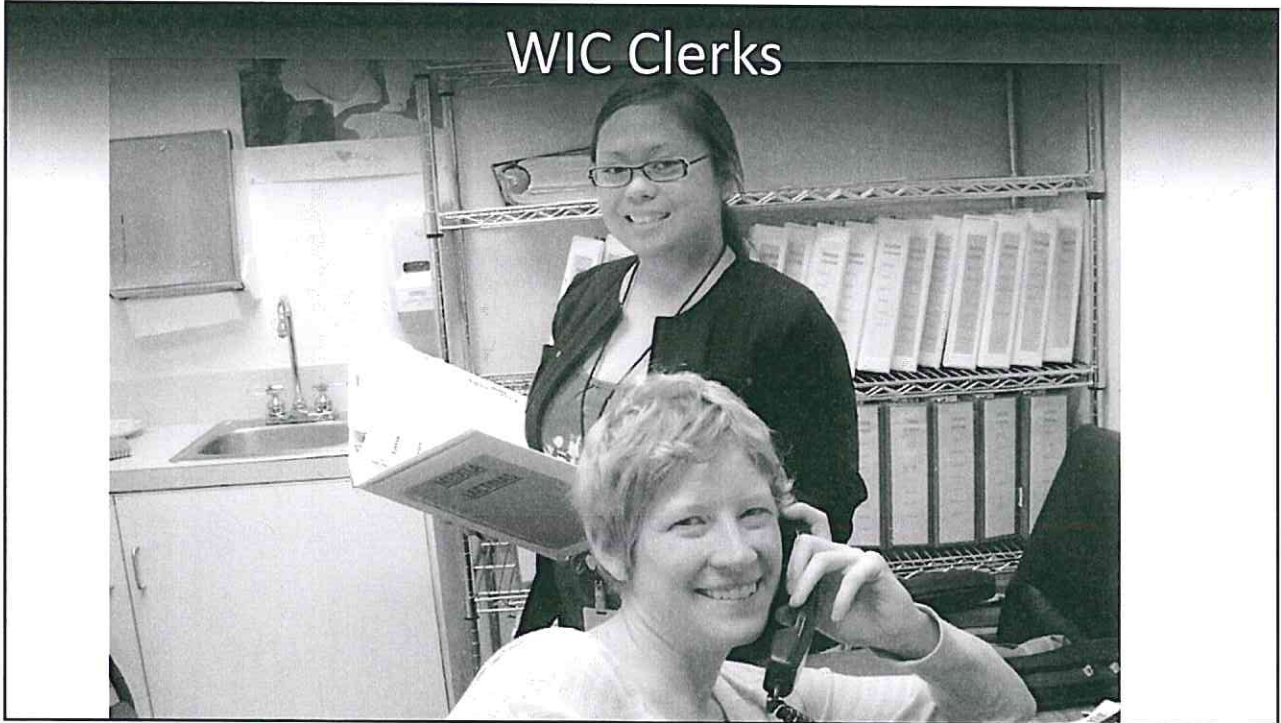
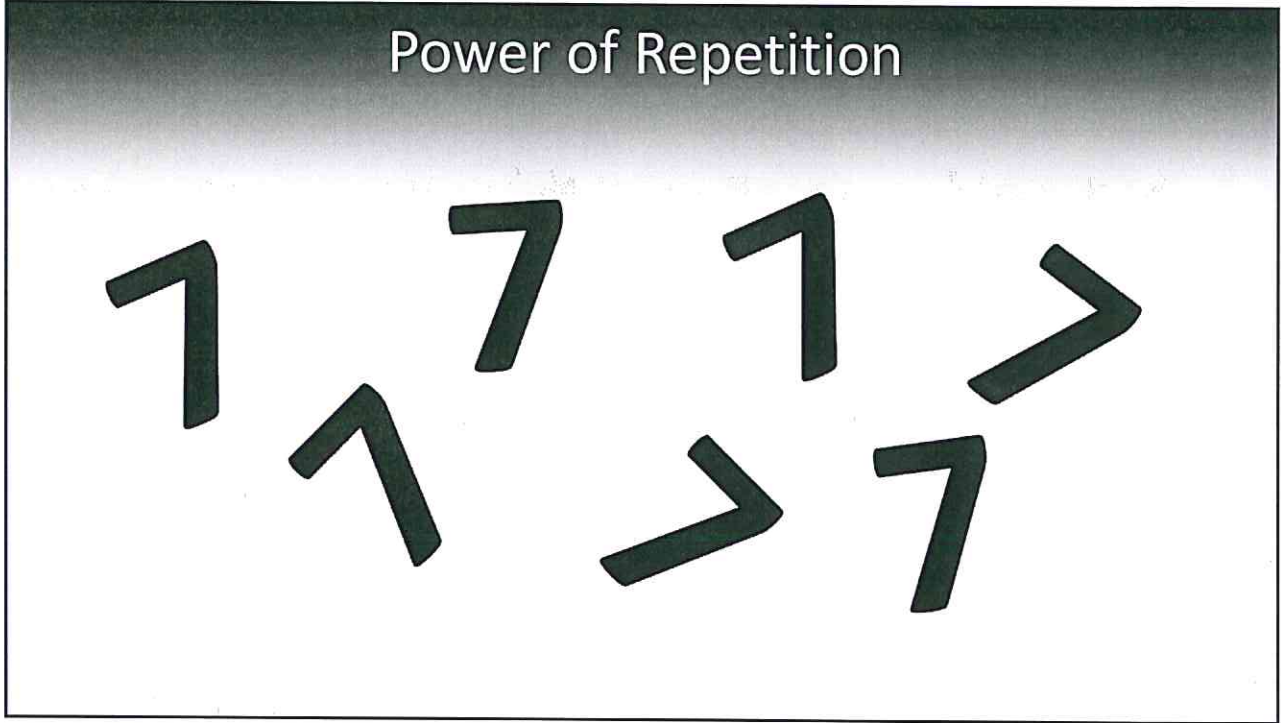
The U.S. National Immunization Survey (NIS) provides current national, state, and selected urban-area estimates of vaccination coverage rates for U.S. children ages 19 to 35 months. Since July 2001, breastfeeding questions have been asked on the NIS to assess the population's breastfeeding practices.

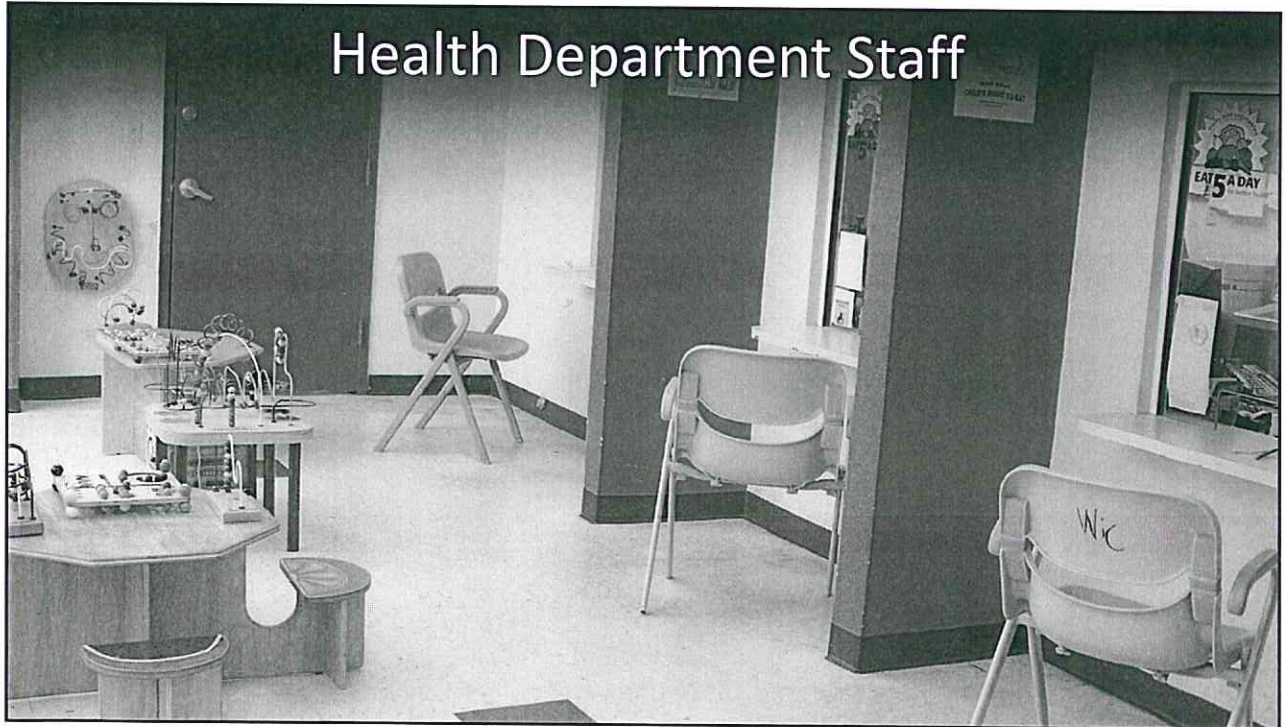
Infant Feeding Practices Study II and Its Year Six Follow-Up

CDC worked closely with the Food and Drug Administration (FDA) to conduct the Infant Feeding Practices Study II (IFPS II) in 2005–2007. IFPS II was a longitudinal study focusing on infant feeding practices throughout the first year of life and the diets of women in their 3rd trimester and at four months postpartum. Infant feeding behaviors include patterns of breastfeeding, formula feeding, solid food intake, and feeding other complementary foods and



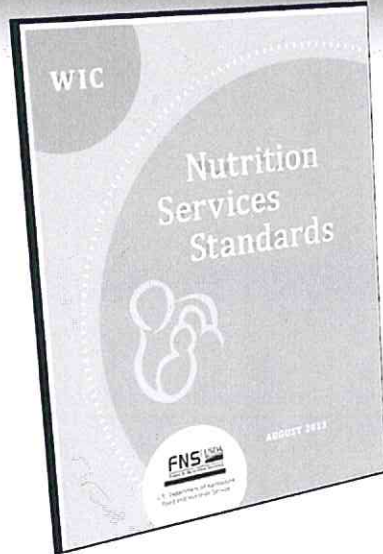








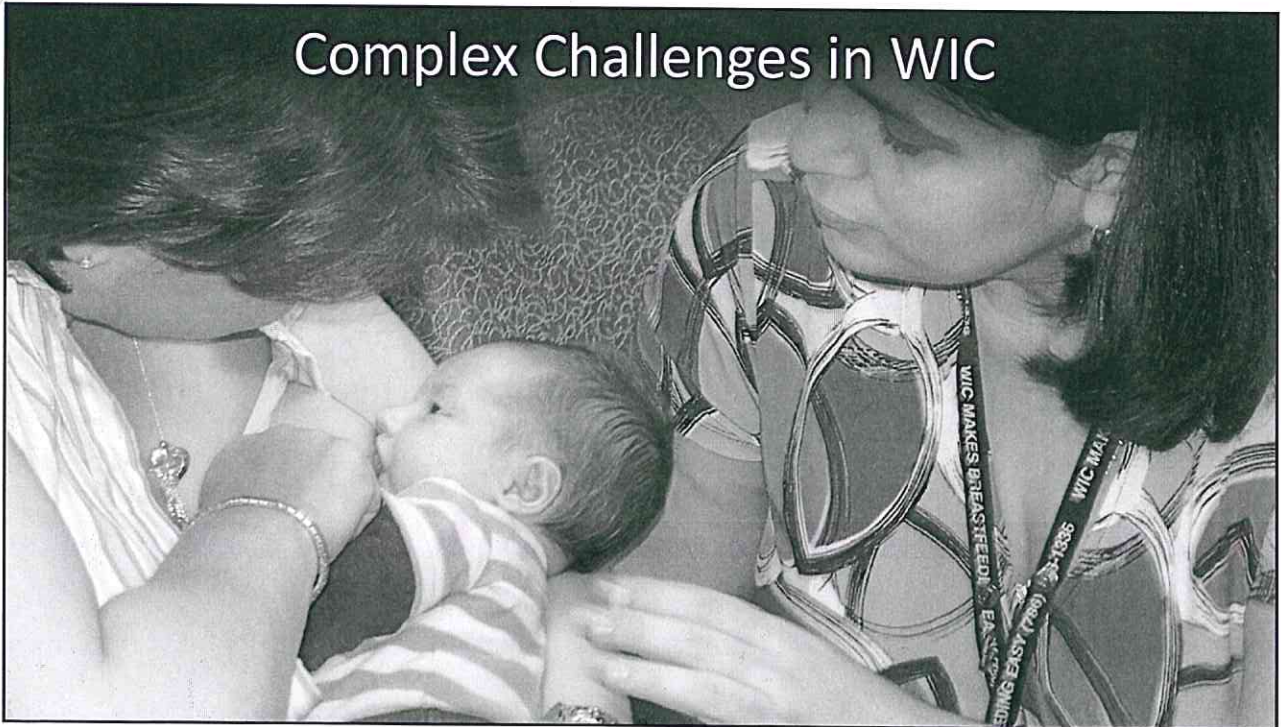
WIC Designated Breastfeeding Expert



- National WIC Association Report

“...provides breastfeeding expertise and care for more complex breastfeeding problems when WIC staff face situations outside their scope of practice.”

Complex Challenges in WIC





Failure to Thrive

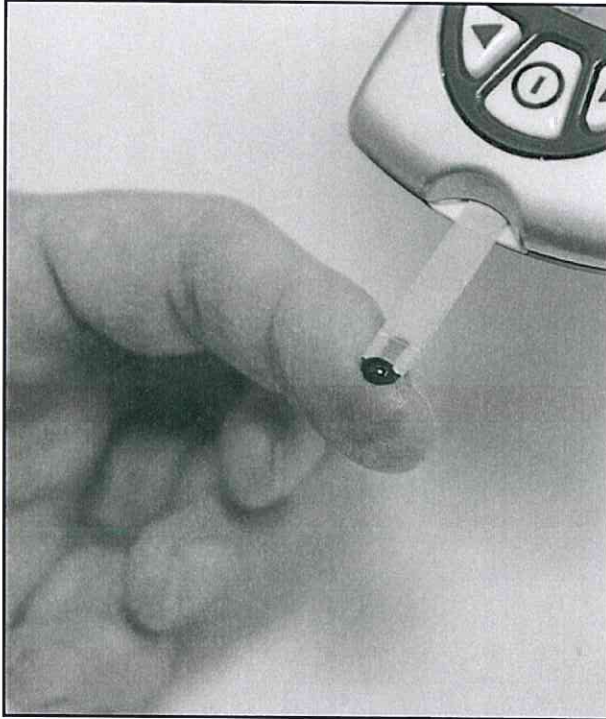


Breast Surgery

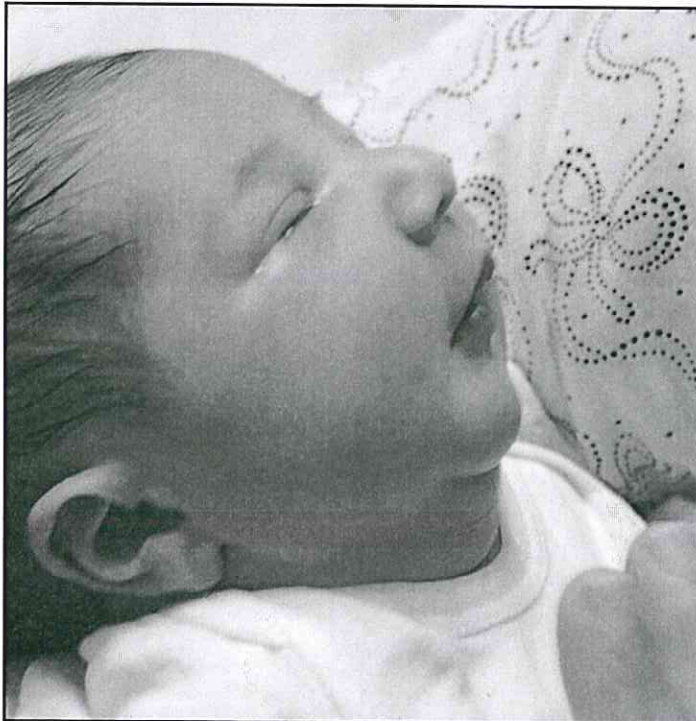


Breast Conditions

Hormonal Conditions

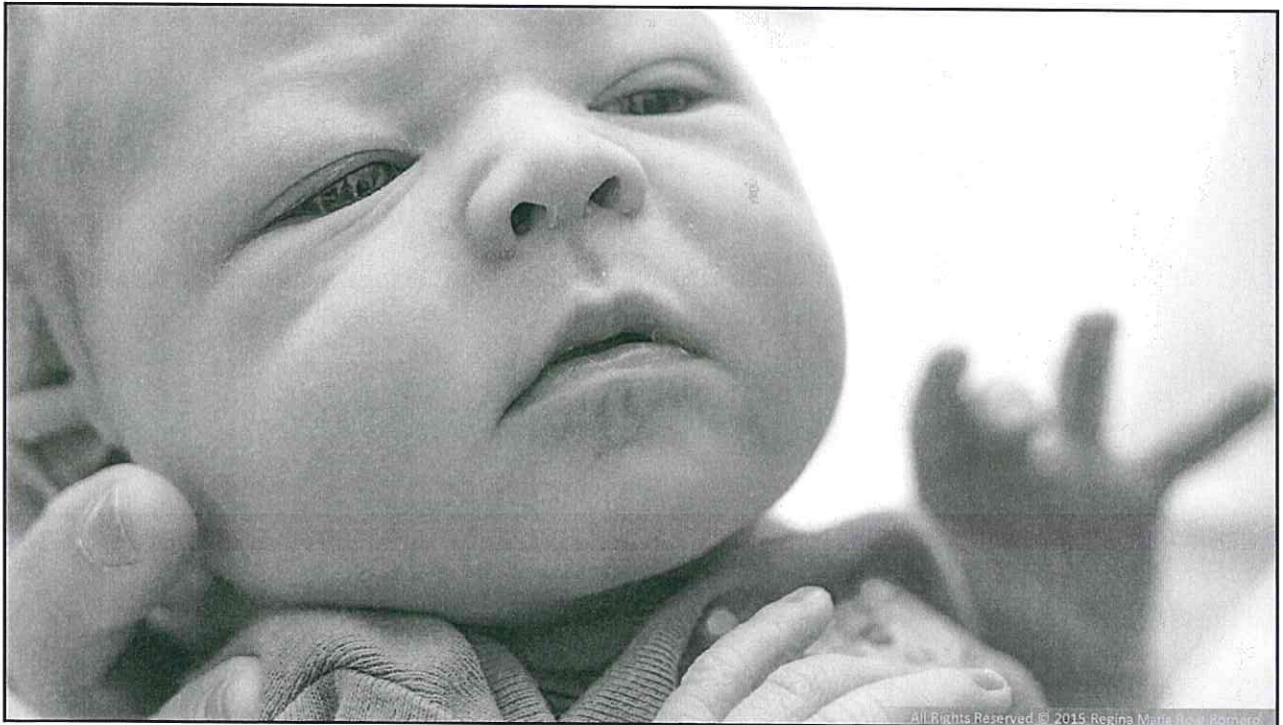
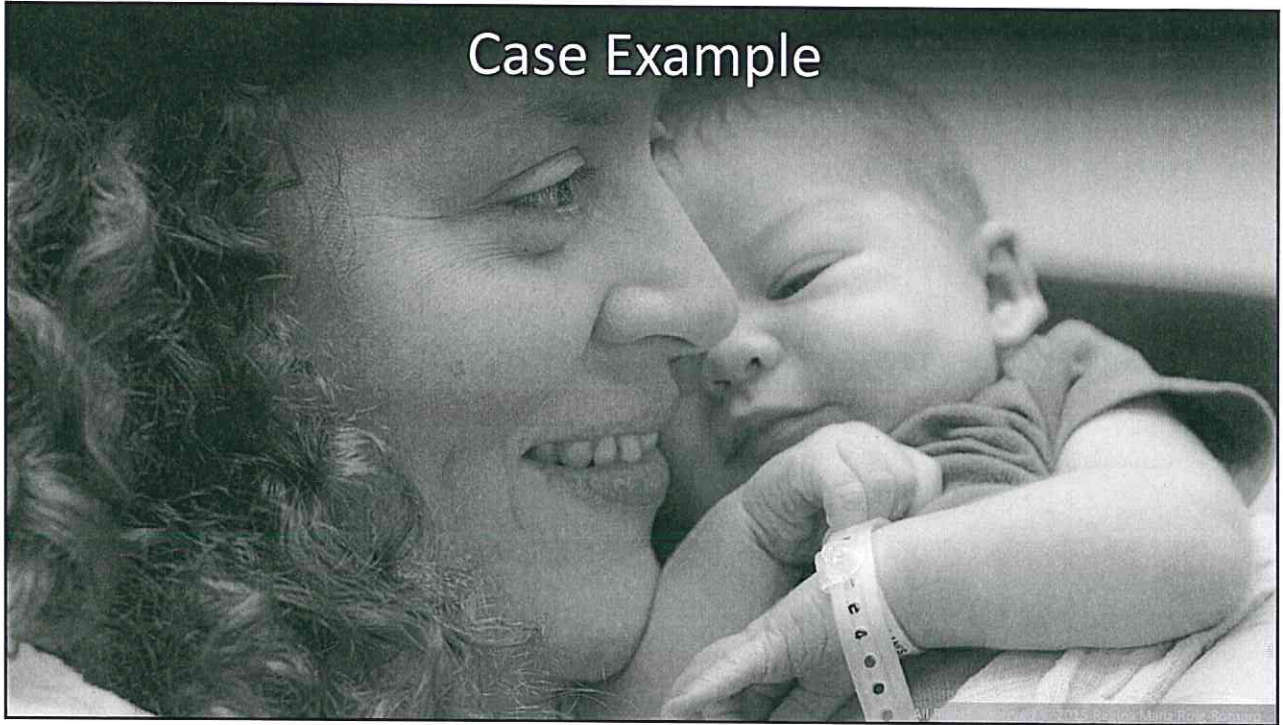


Diabetes
Obesity

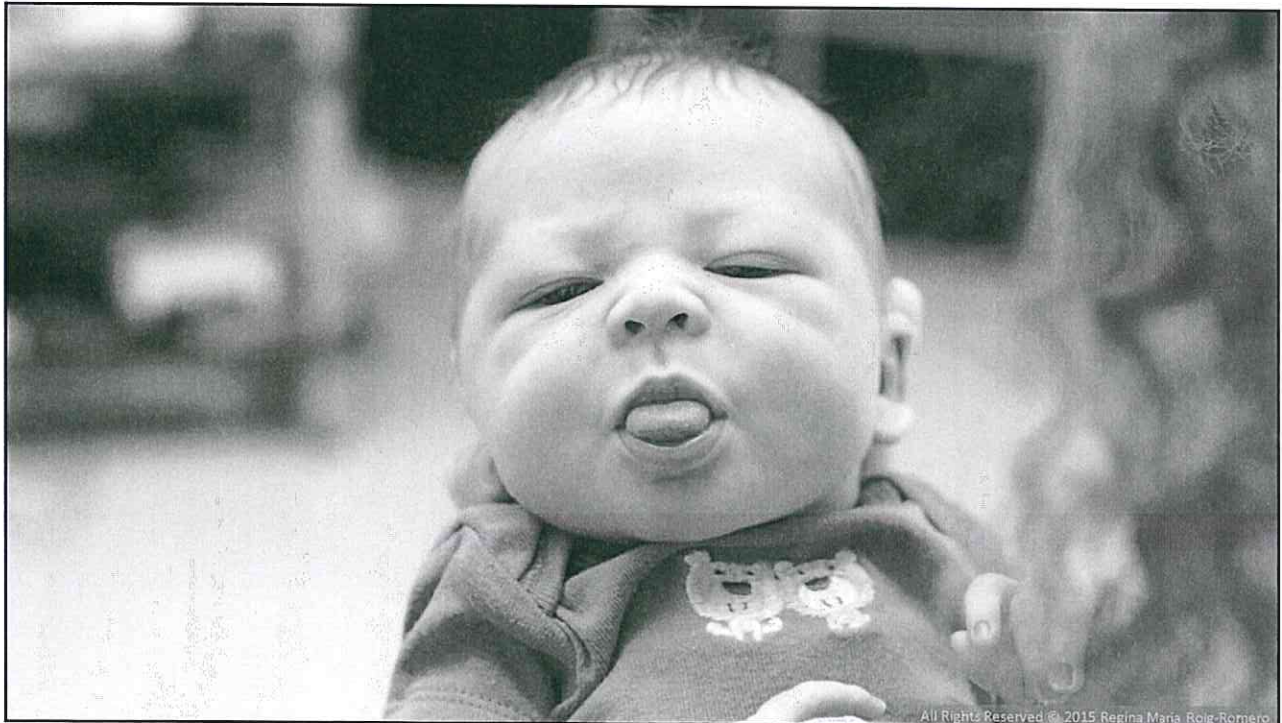


Infant Conditions

Case Example

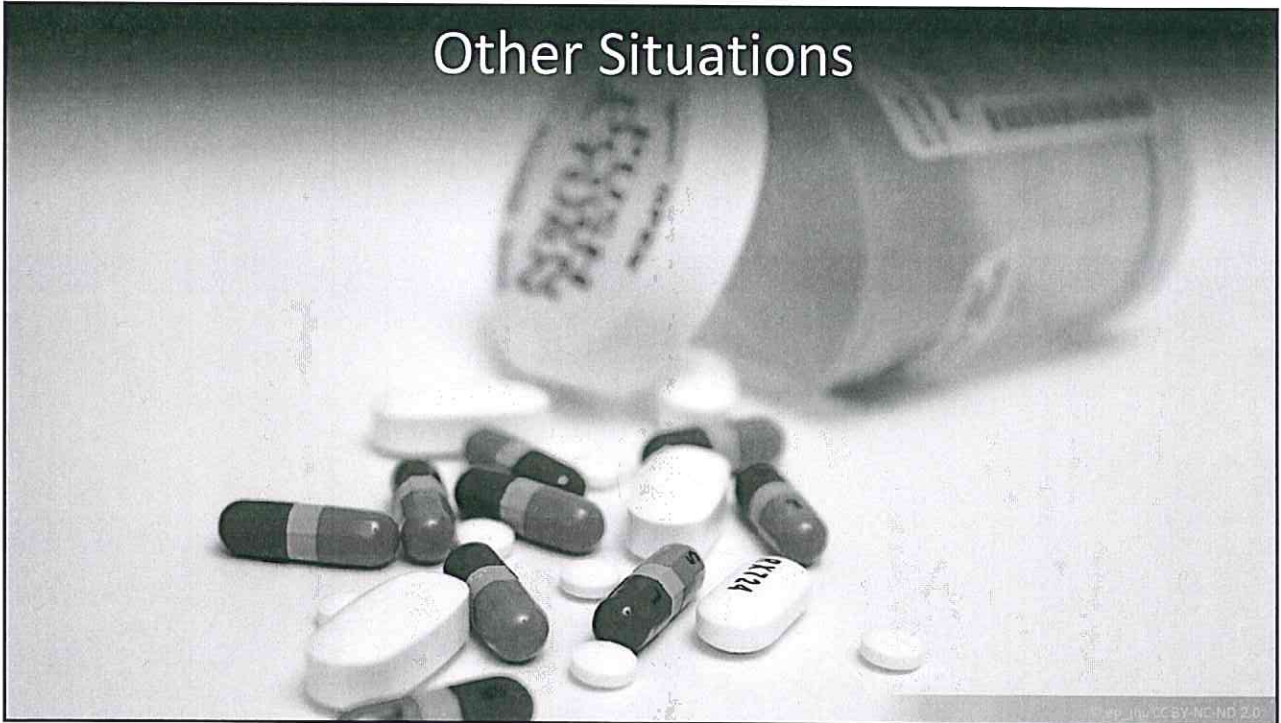


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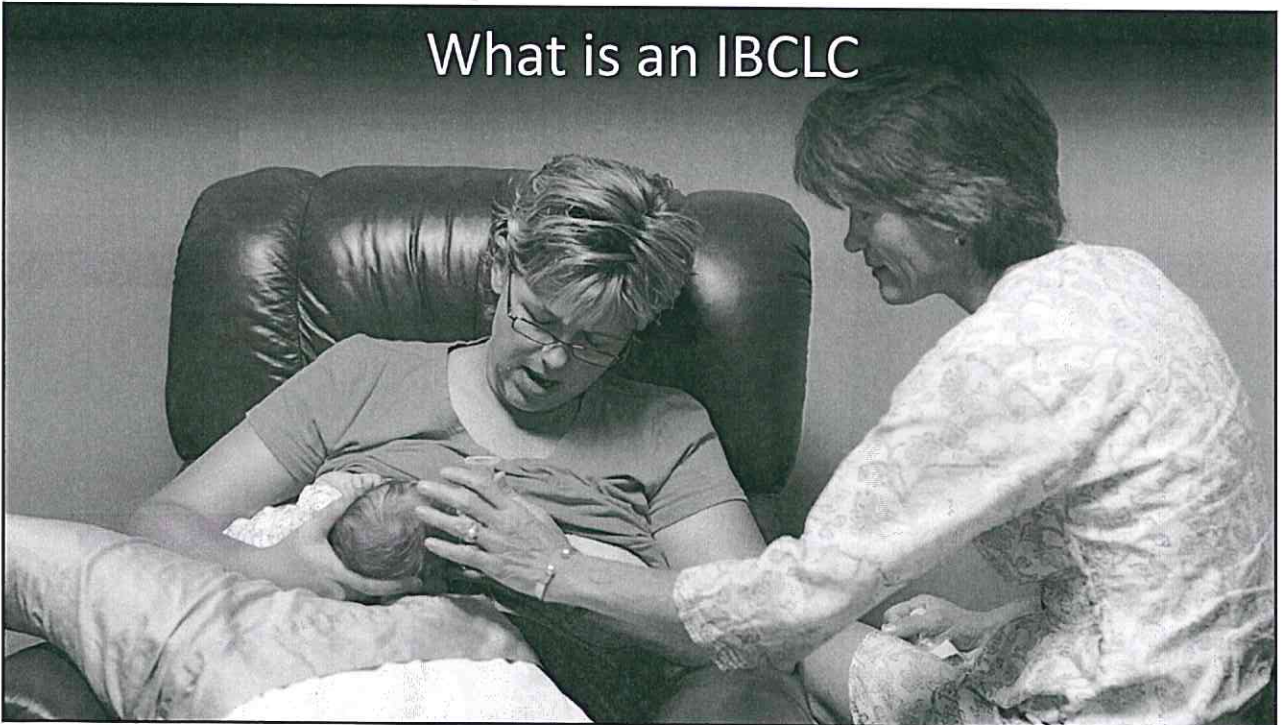
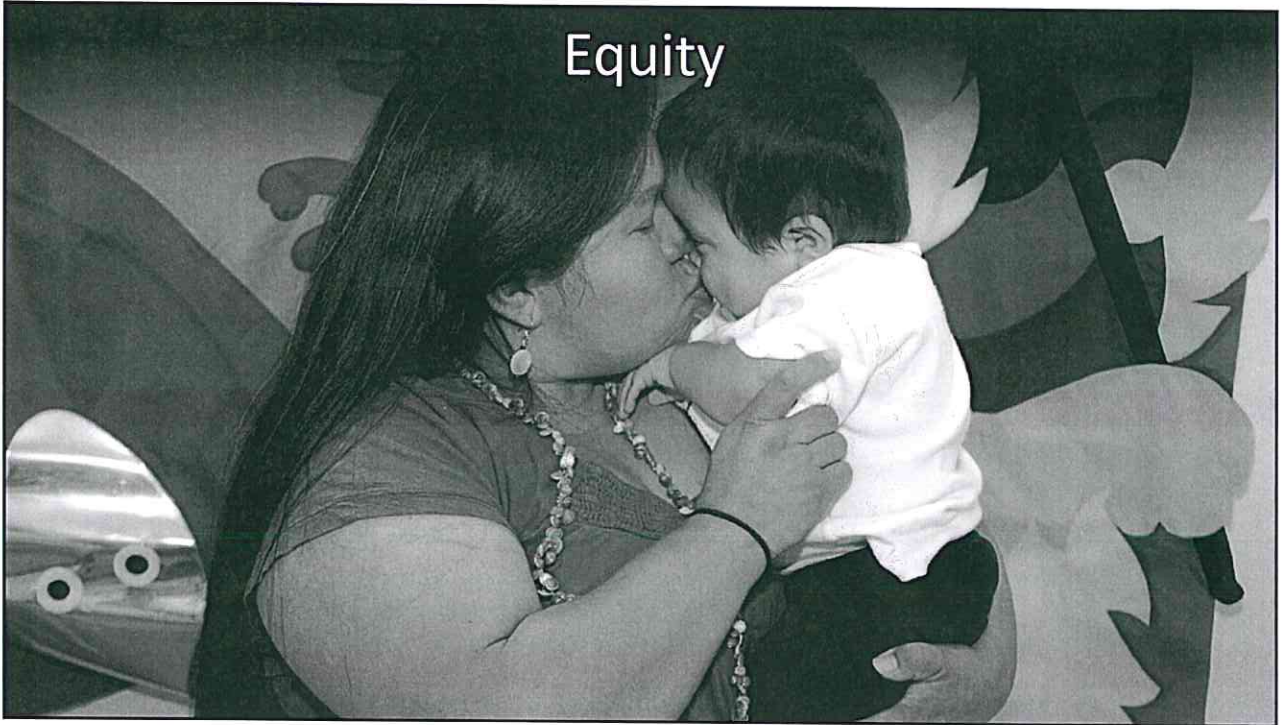




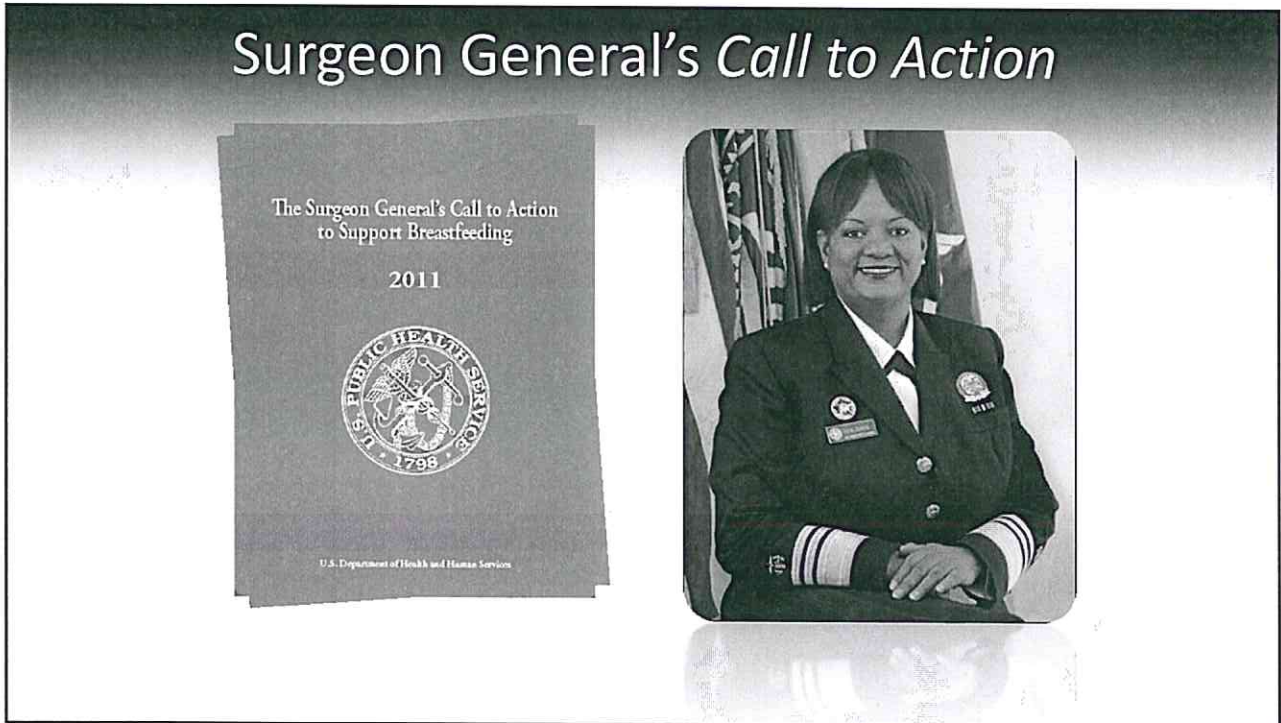
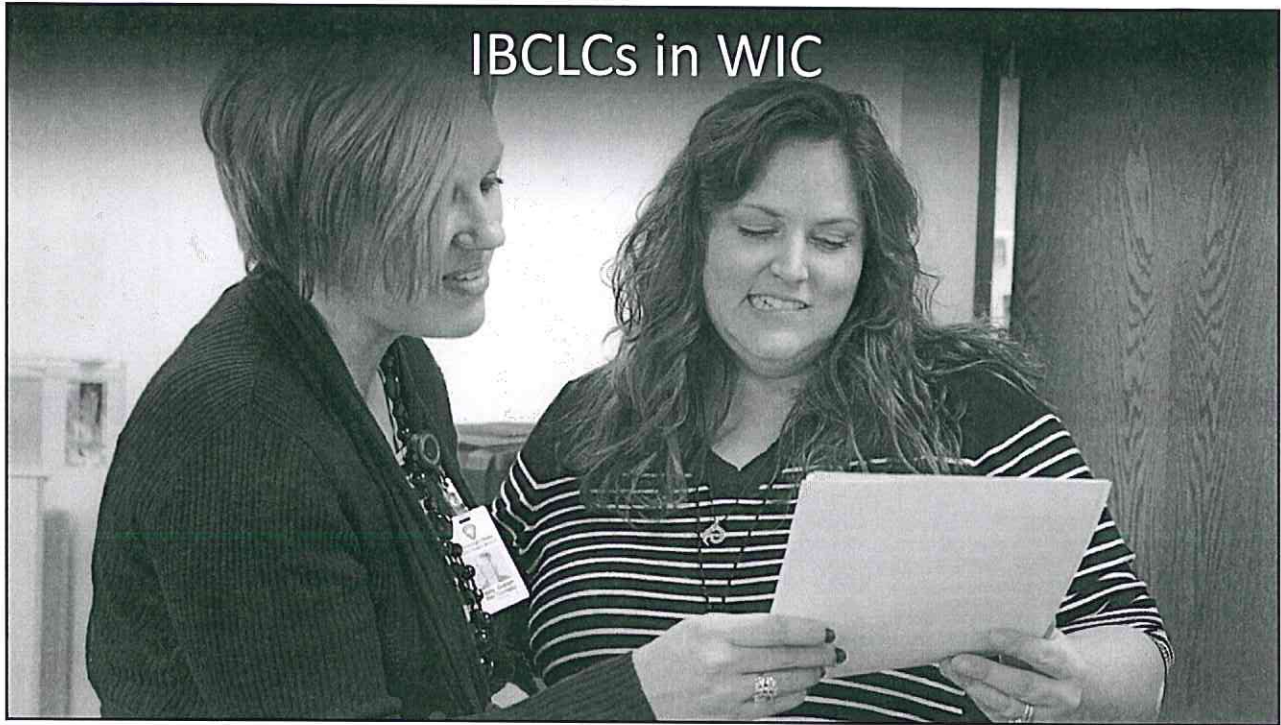
Premature Infants



Other Situations







FROM THE ACADEMY
Position Paper

Position of the Academy of Nutrition and Dietetics: Promoting and Supporting Breastfeeding

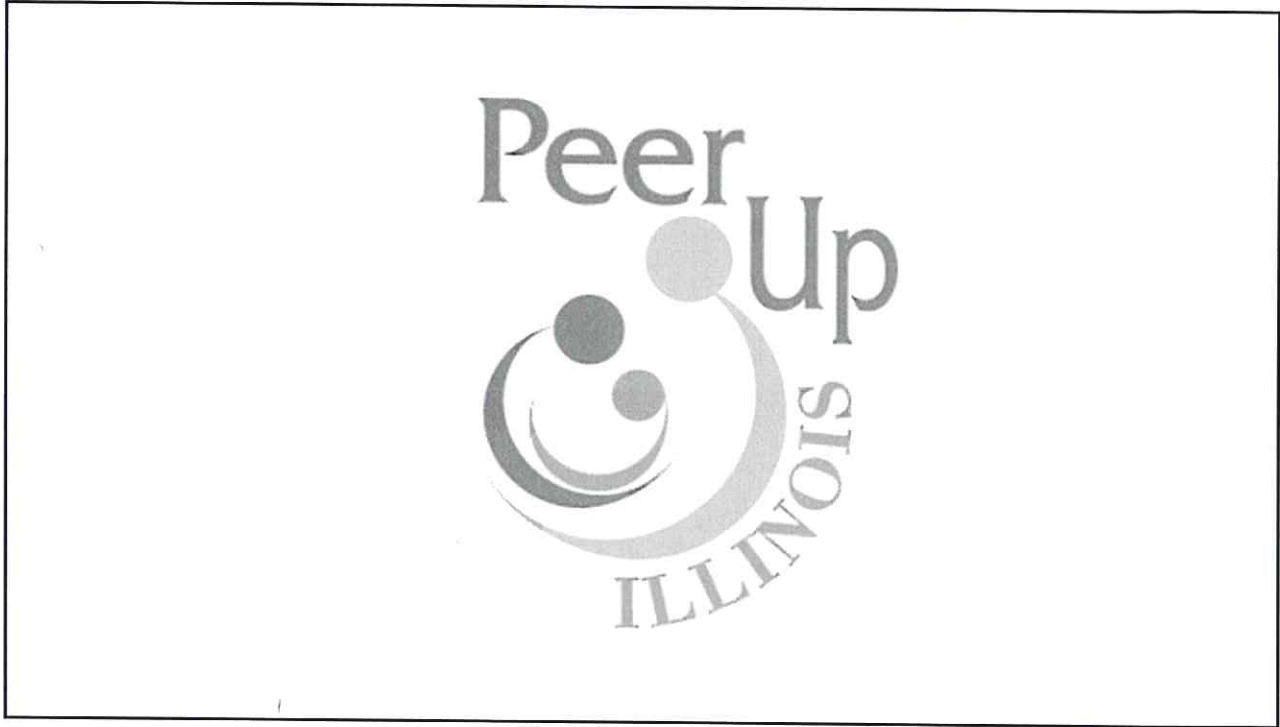
Academy of Nutrition and Dietetics

The cover of the position paper features the title in a bold, sans-serif font. Below the title is a small graphic of a person breastfeeding. The text is arranged in a clean, professional layout with a clear hierarchy of information.

Enhancing Breastfeeding Support in WIC: The Case for Increasing the Number of International Board Certified Lactation Consultants

National WIC Association Report on IBCLCs in WIC

The cover of the report features a header with the title in a bold, sans-serif font. Below the title is a small graphic of a person breastfeeding. The text is arranged in a clean, professional layout with a clear hierarchy of information.



Loving Support® Model for a Successful PEER COUNSELING PROGRAM

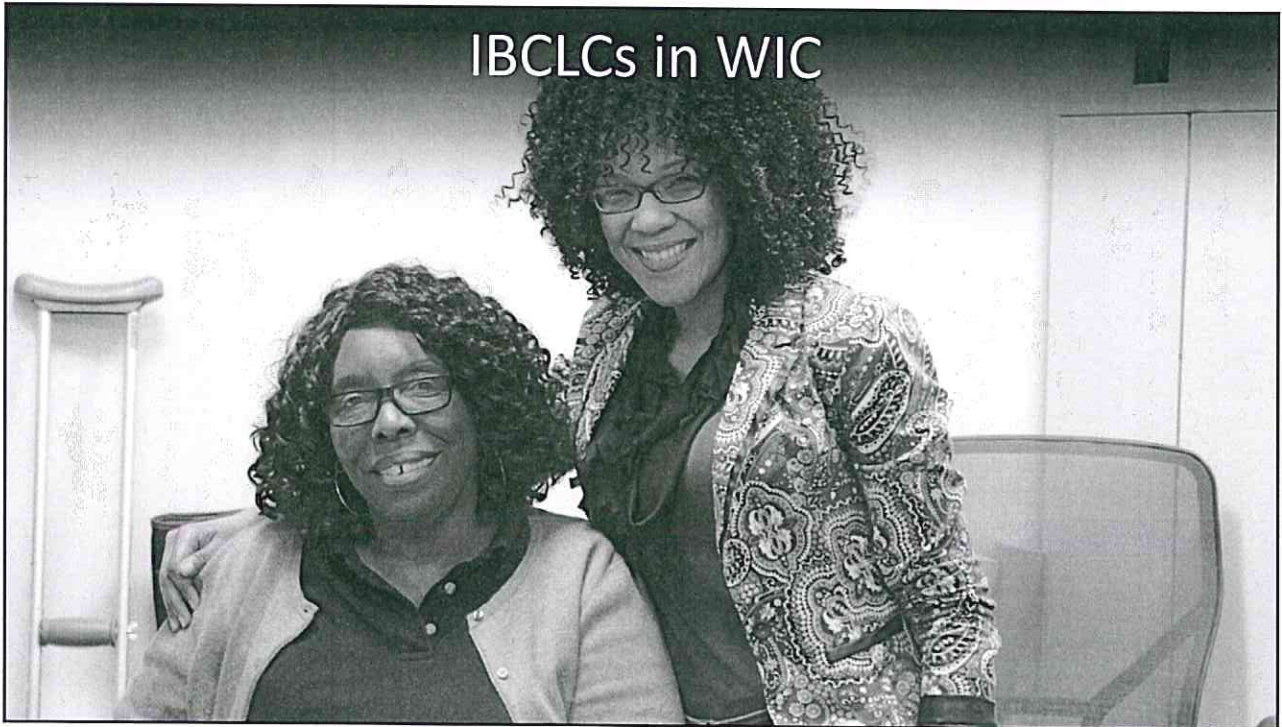
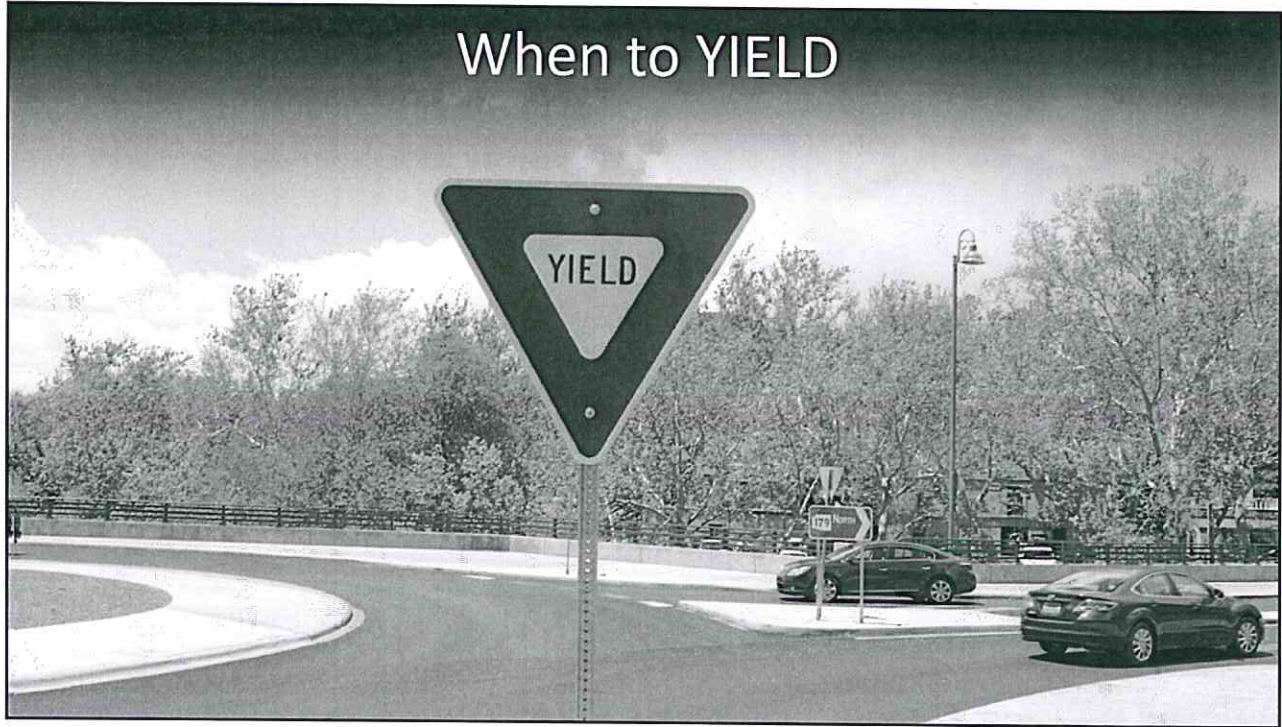
Program Goals Derived from Data on Local Movement

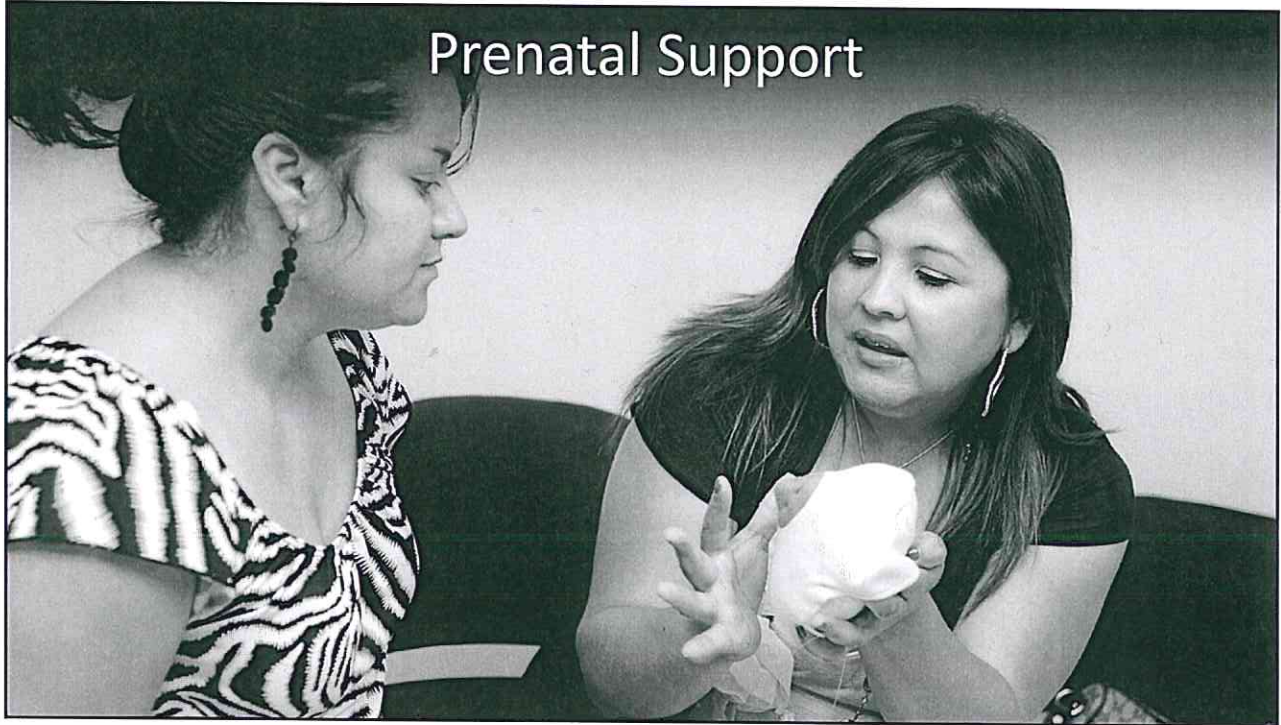
- Appropriate Evaluation of a New Counselor
- Program Features
- Increased and Sustained Peer Support
- Available to WIC clients with a self-identified need for peer support
- Designated and ongoing peer counseling program in subject matter consistent to WIC and/or local level
- Defined job parameters and job description for peer counselor
- Adequate compensation and reimbursement of peer counselor
- Training of appropriate WIC staff for peer counseling management and direct staff including use of "Loving Support" Through Peer Counseling, "A Journey Together - For WIC Mothers" and "Loving Support" Through Peer Counseling, "A Journey Together - For Peer Counselors" training materials and Peer Support program
- Establishment of standardized and ongoing peer counseling program plan and protocol within WIC and local level
- Adequate resources and monitoring of peer counselor
- Establishment of a community program to address the all-around of a WIC peer counseling program

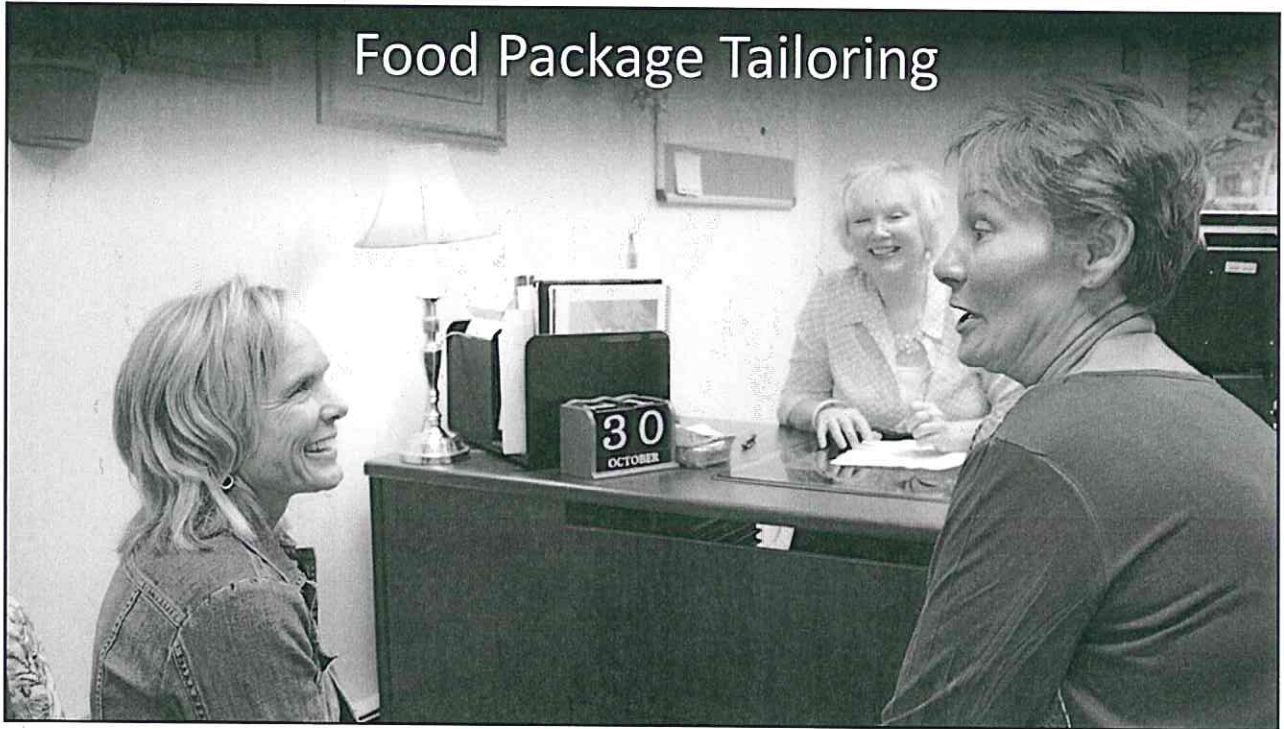
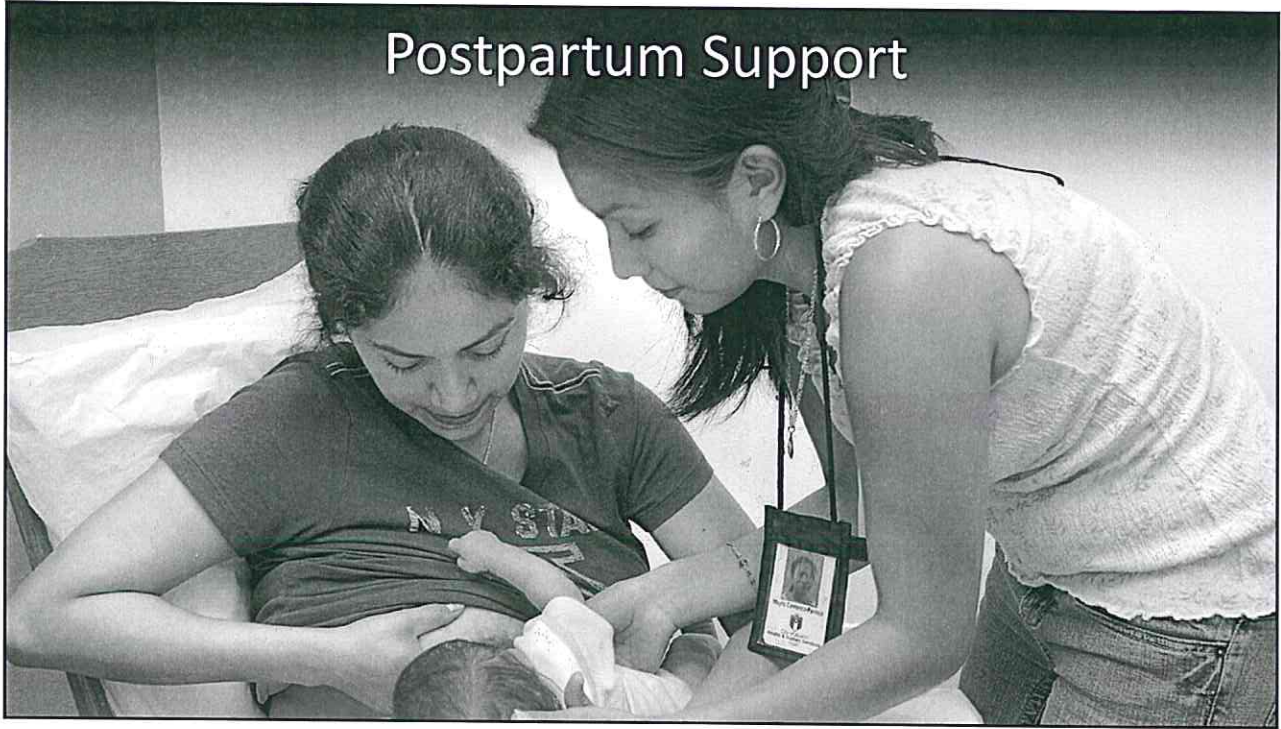
Additional Program Objectives for Peer Counselors

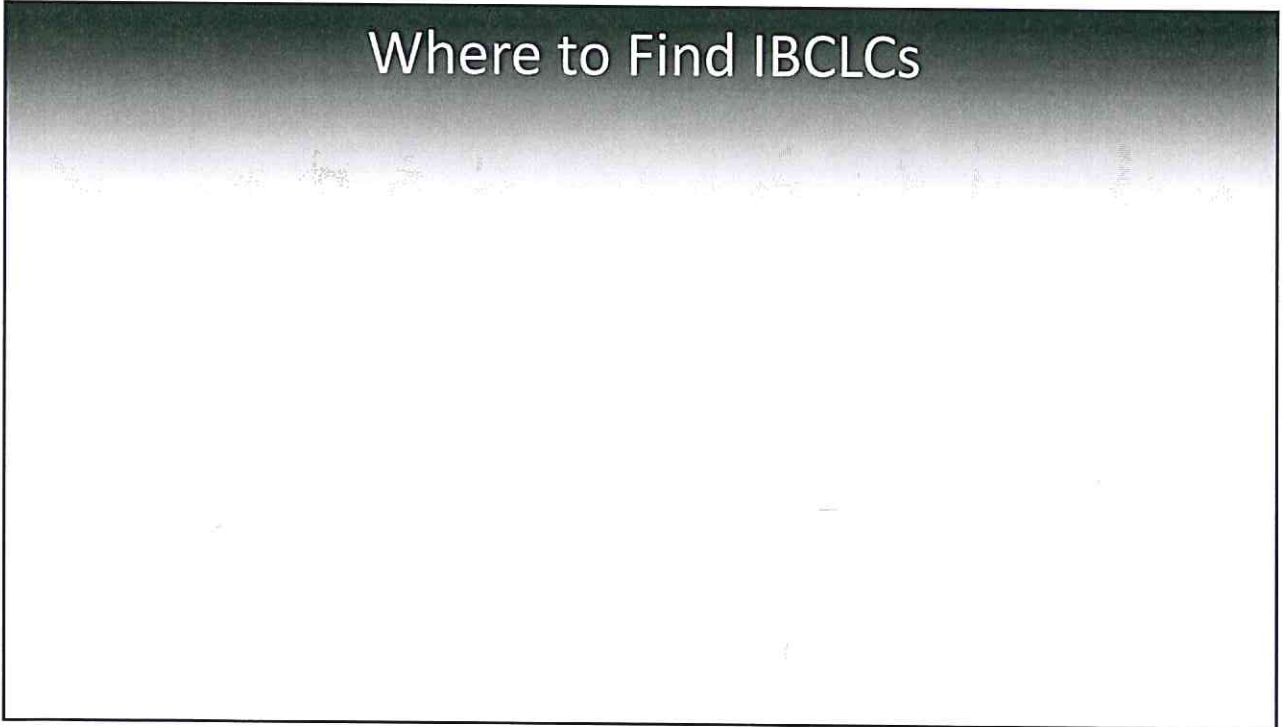
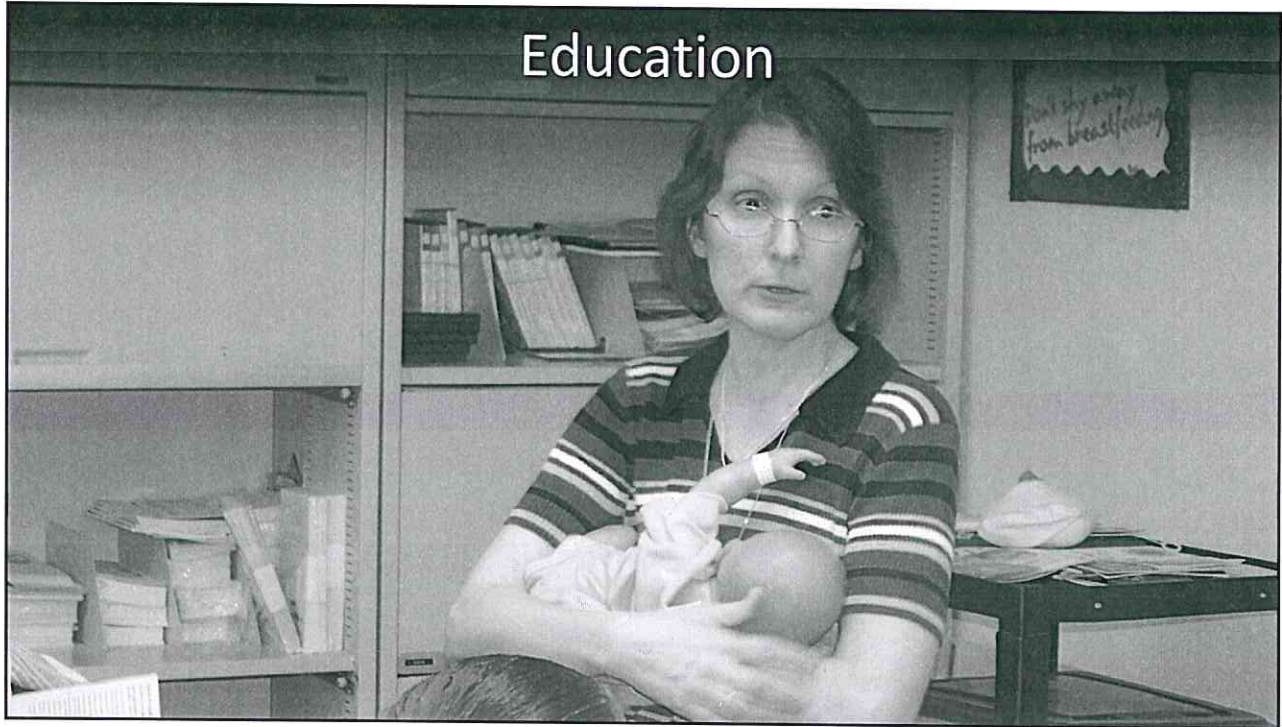
- Adequate training and counseling activities of peer counselor
- Goals and use of "Loving Support" Through Peer Counseling, "A Journey Together - For WIC Mothers" and "Loving Support" Through Peer Counseling, "A Journey Together - For Peer Counselors" training materials
- Timely access to understanding, assessment and other resources for support with program needs of peer counselor or type of practice
- Regular, systematic contact with program
- Participation in peer support activities and training events
- Participation in peer support activities with other peer support staff
- Opportunities to peer support with other peer support staff

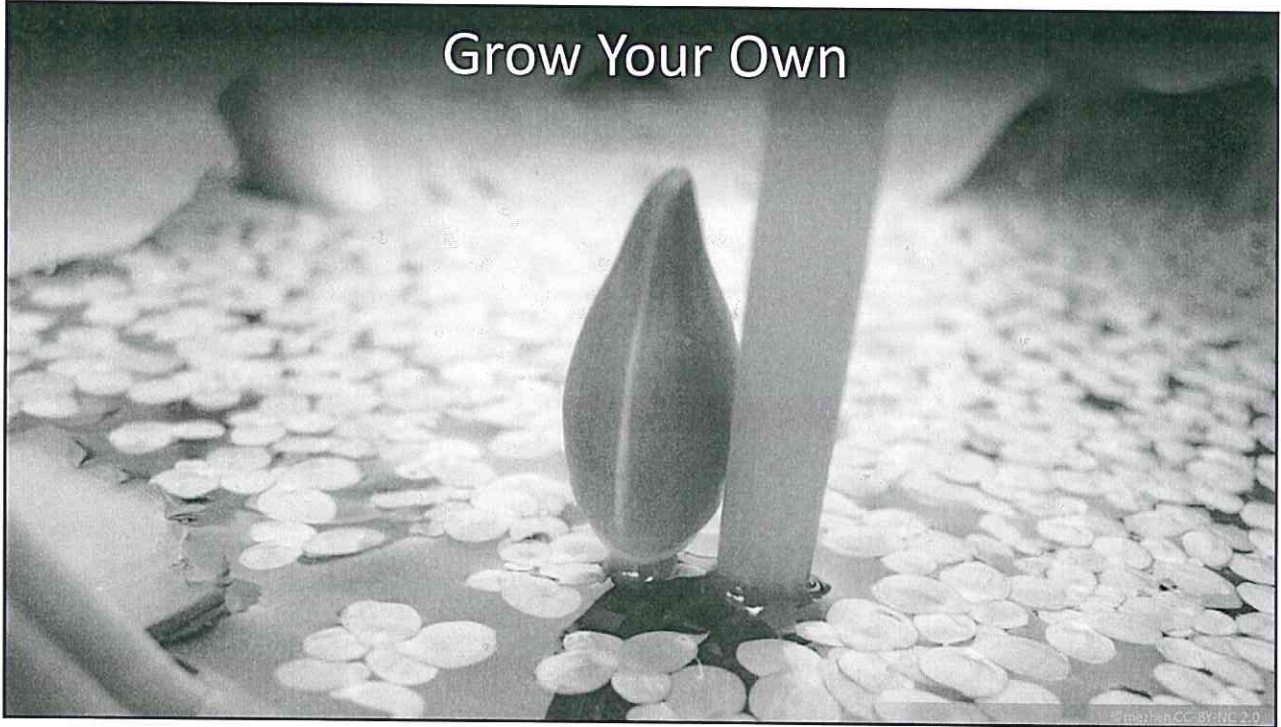
Loving Support® Model







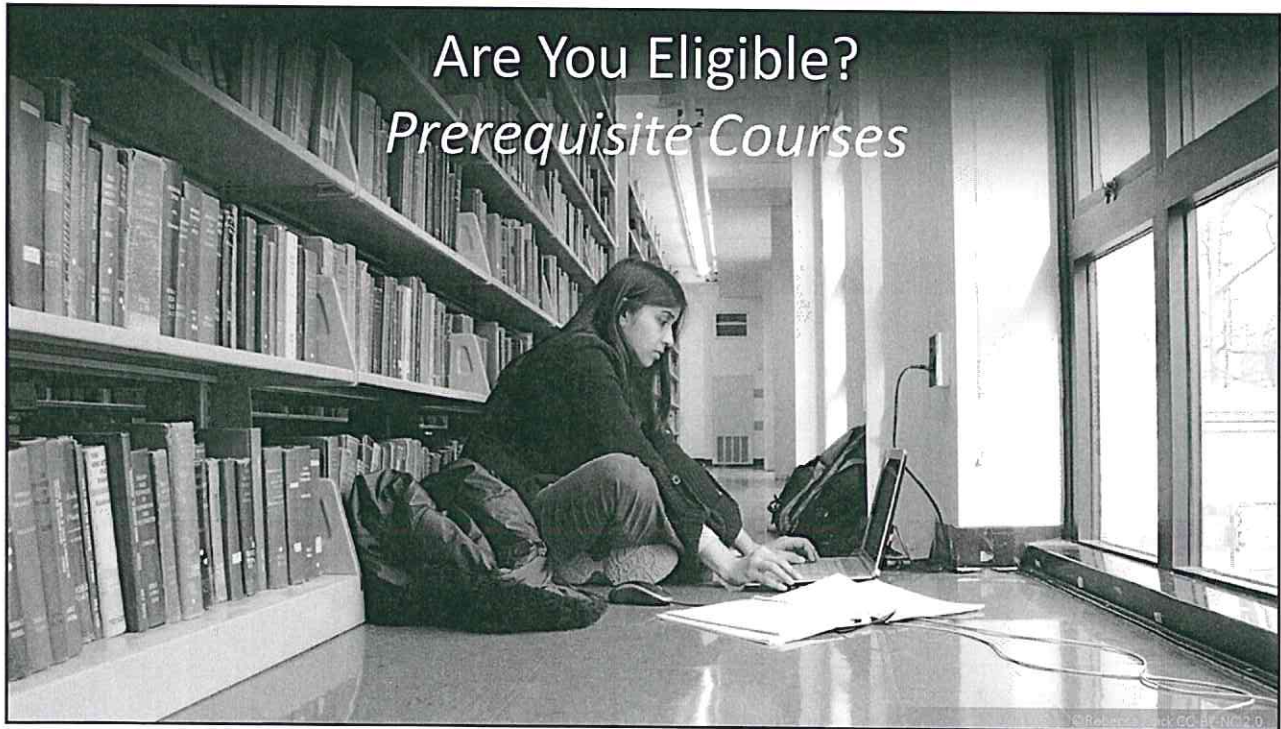




Are You Eligible?
Continuing Education

90 clock hours
lactation-specific

Are You Eligible?
Prerequisite Courses

A black and white photograph of a student sitting on the floor in a library, working on a laptop. The student is positioned in the center-right of the frame, facing left. To the left of the student are long rows of bookshelves filled with books. To the right is a large window with a view of trees outside. The floor is polished and reflects the light from the window. The text 'Are You Eligible? Prerequisite Courses' is overlaid in the upper left quadrant of the image.

Are You Eligible?

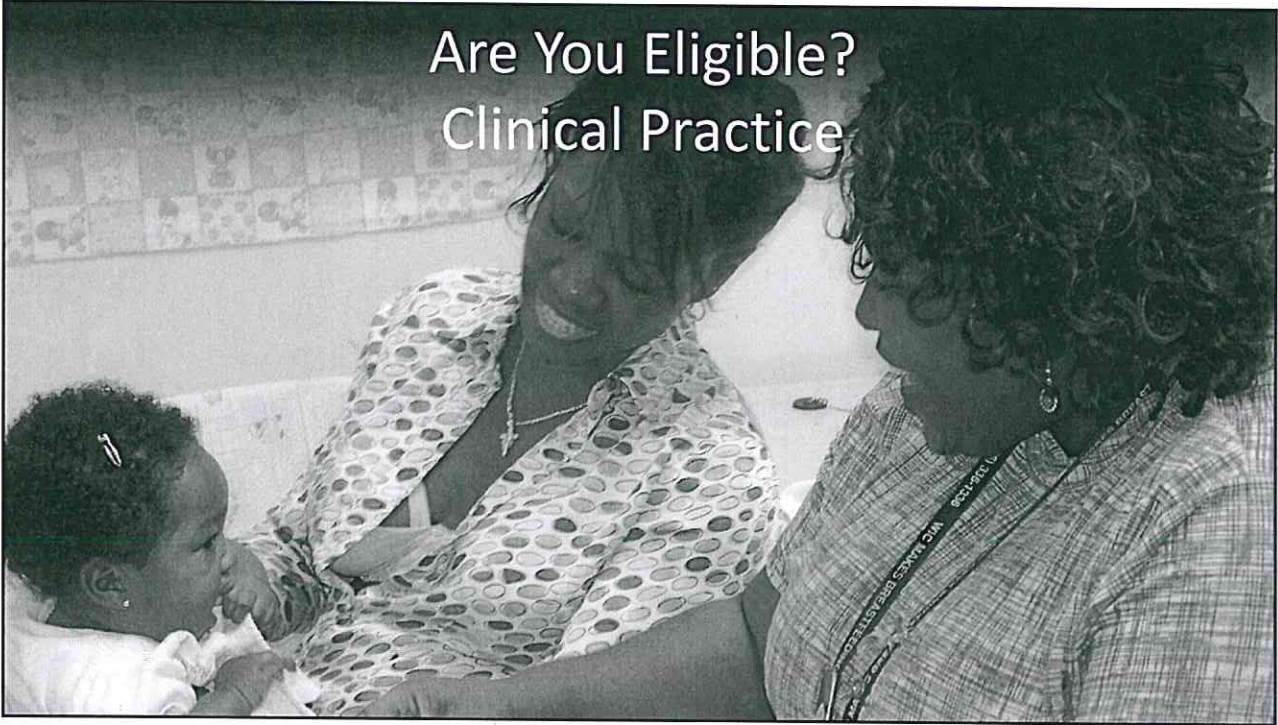
Prerequisite Courses

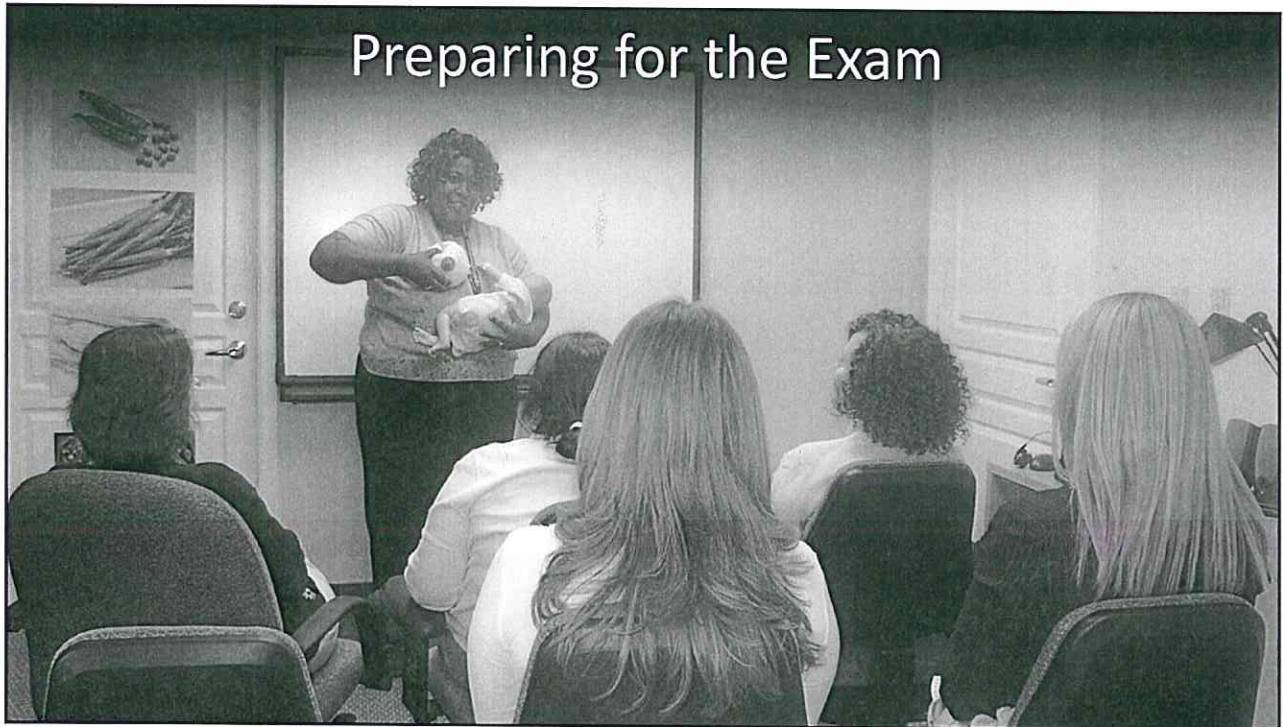
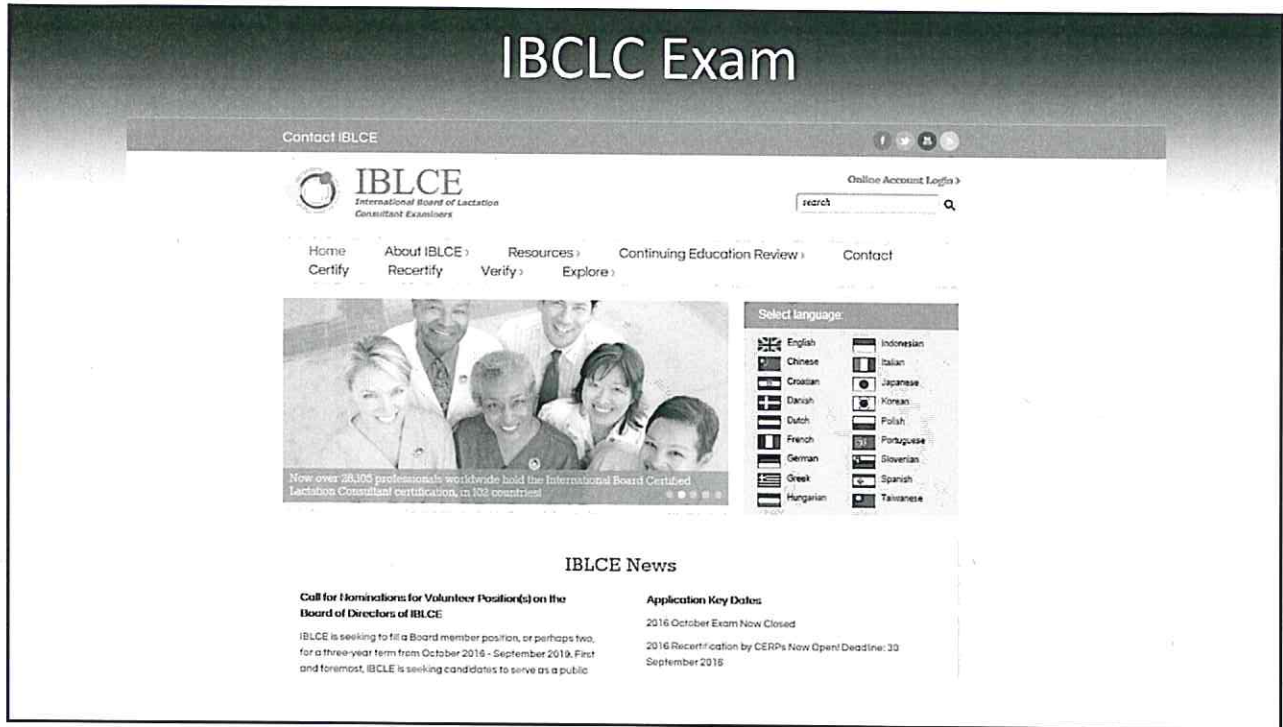
- Biology
- Human anatomy
- Human physiology
- Infant and child growth and development
- Clinic research
- Nutrition
- Psychology or counseling or communications
- Sociology or cultural sensitivity or cultural anthropology

Are You Eligible?

Prerequisite Courses

- Basic life support
- Medical documentation
- Medical terminology
- Occupational safety and security for health professionals
- Professional ethics for health professionals
- Universal safety precautions and infection control





MILCC



Monetary Investment for Lactation Consultant Certification

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You can still order pins in bulk! Order 50 or more pins and bars, in any combination, and receive the reduced price of \$19 per pin.

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Many want to begin IBCLC but worry about the cost. They have the vision, but lack the funds.

Calendar

The MILCC Scholarship for the October 2016 exam is now closed. Applicants will receive an email at the end of May 2016 with the results.

The MILCC Scholarship will open in September 2016 for the April 2017 IBCLC Exam. Please visit our website at that time for more details.

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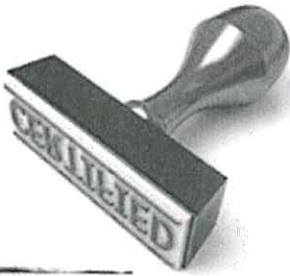
"Globally, there are many IBCLCs and aspiring IBCLCs living below the poverty line. Many are single mothers, while others have sick spouses, children, or are caring for elderly parents. Some have become the family breadwinner and would be unable to work without the IBCLC designation. Not having their credential would cause greater financial distress. It would be a tragedy to lose their experience, talent, wisdom, and years of experience in the field."

The MILCC Scholarship for the October 2016 exam is now CLOSED. Applicants will receive an email at the end of May 2016 with results and further instructions.

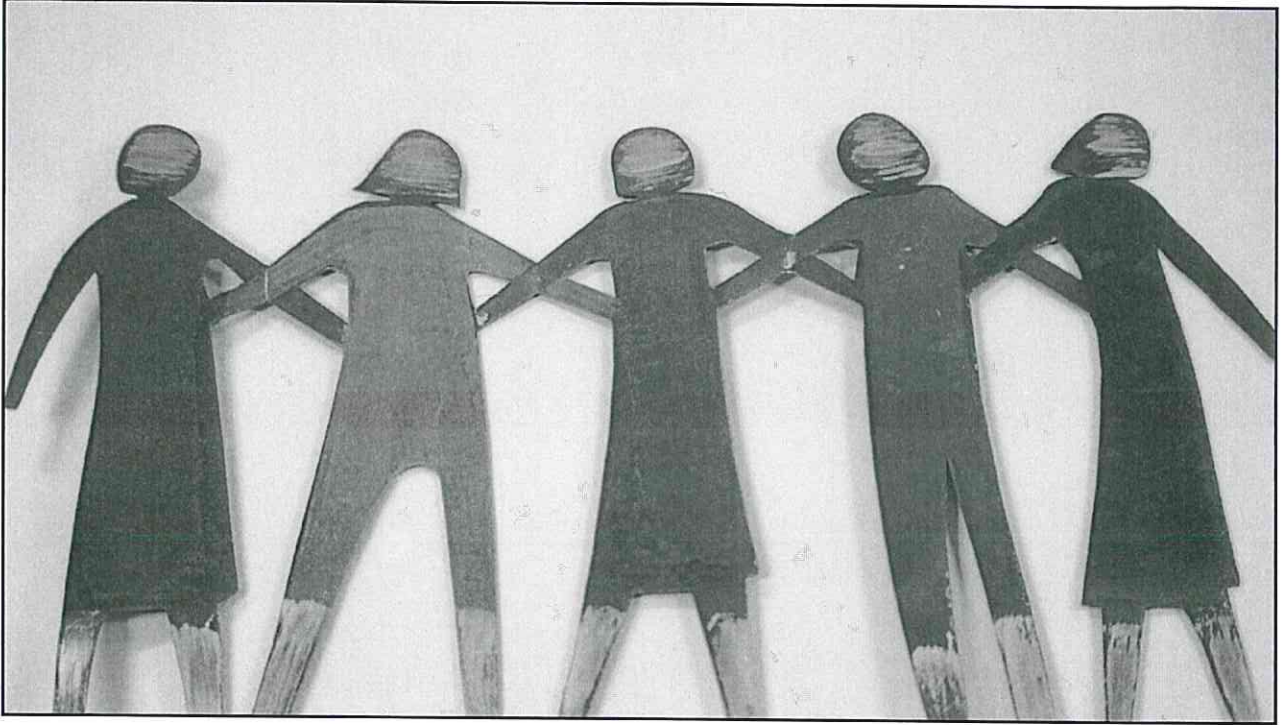
The MILCC scholarship will open in September 2016 for the April 2017 IBCLC Exam. Please visit our website at that time for more details.

Welcome to the MILCC Scholarship Website

Once You Pass...



CERTIFIED



Thank you!



Every Mother, Inc.
Cathy Carothers

Email:
cathy@everymother.org