

Georgia WIC Breastfeeding Services

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This webinar is funded by Georgia WIC and is brought to you as a collaboration between the Georgia Chapter of the American Academy of Pediatrics and Georgia WIC

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Faculty Disclosure Information

In accordance with ACCME* and ANCC-COA** Standards, all faculty members are required to disclose to the program audience any real or apparent conflict of interest to the content of their presentation.

Kyliya Crane, RDN, LD has nothing to disclose.

*Accreditation Council for Continuing Medical Education
 **American Nurses Credentialing Center Commission on Accreditation

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Objectives

The audience will be able to:

- Describe Georgia WIC Program benefits and eligibility requirements
- Discuss Georgia WIC breastfeeding services
- Identify benefits provided for breastfeeding families
- Describe how referrals to Georgia WIC can help patients meet breastfeeding goals

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Ice-Breaker

In what ways does your practice encourage breastfeeding?



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Georgia WIC Program Background

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Georgia WIC Program Background

WIC is a short-term intervention program designed to influence lifetime nutrition and health behaviors within a targeted, high-risk population.

The mission of Georgia WIC is to improve health outcomes and quality of life for eligible women, infants, and children by providing:

- Nutritious food
- Nutrition education
- Breastfeeding support
- Referrals to healthcare and other services

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Georgia WIC Program Background (cont.)

Georgia WIC Program Goals:

- Increase annual participation in the Georgia WIC Program
- Improve access to Georgia WIC Program services
- Improve health and well-being of Georgia WIC Program participants
- Improve participant access to nutritious foods

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Georgia WIC Benefits and Services

Nutrition Education



Breastfeeding Education/Support



Supplemental Foods



Referrals to Health Care

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Georgia WIC Program Eligibility

You can participate in Georgia WIC if you:

- Live in Georgia
- Have a child under 5, or you are a pregnant or breastfeeding woman
- Are a postpartum non-breastfeeding woman
- Have a family income at or below 185 percent of the federal poverty level
- Are determined income eligible based on participation in Medicaid, Supplemental Nutrition Assistance Program (SNAP), or Temporary Assistance for Needy Families (TANF)

Georgia WIC serves:

- Infants (birth to 11 months)
- Children (ages 1 to 5)
- Pregnant Women
- Breastfeeding Mothers (up to 1 year)
- Postpartum Women (up to 6 months)

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GEORGIA WIC
Women, Infants & Children

Income Eligibility Guidelines: July 1, 2022 to June 30, 2023

Household Size	Yearly Income is no greater than	Monthly Income	Weekly Income
1	\$25,142	\$2,096	\$484
2	\$33,874	\$2,823	\$652
3	\$42,606	\$3,551	\$820
4	\$51,338	\$4,279	\$988
5	\$60,070	\$5,006	\$1,156
6	\$68,802	\$5,734	\$1,324
7	\$77,534	\$6,462	\$1,492
8	\$86,266	\$7,189	\$1,659
Each Add'l Family Member, add	+\$8,732 per year	+\$728 per month	+\$168 per week

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Applying for Georgia WIC

Families may apply for Georgia WIC:

- Online through Georgia Gateway at gateway.ga.gov/access/
- In-person at one of the 200 service locations across Georgia

WIC clinic service locations, as well as Georgia Gateway, can be a "one stop shop" for public health services.

For more information on WIC clinics and how to apply:

- Contact the specific clinic location
- Call Georgia WIC at 1-800-228-9173
- Visit Georgia WIC online at wic.ga.gov

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Georgia WIC Breastfeeding Services
OUTREACH PRESENTATION


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WIC Breastfeeding Services

Georgia WIC supports breastfeeding by providing:

- Individual or group breastfeeding classes
- Breastfeeding educational materials
- Breastfeeding Peer Counselors
- Access to clinical lactation professionals
- Breastfeeding aids
- Enhanced supplemental food packages
- Referrals to community resources



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Breastfeeding Peer Counselor Program

The Breastfeeding Peer Counselor Program is designed to support mother-to-mother breastfeeding support. A WIC breastfeeding peer counselor is trained to provide counseling to other mothers with whom they share various characteristics (such as language, race, ethnicity, etc.).

The breastfeeding peer counselor:

- Engages with pregnant participants to build rapport and provide anticipatory guidance
- Supports participants through common breastfeeding challenges (non- clinical support)
- Assists participants outside of routine business hours
- Refers participants with breastfeeding challenges to the WIC Designated Breastfeeding Expert



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Enhanced Supplemental Food Packages

NON-BREASTFEEDING WOMAN FOOD PACKAGE



BREASTFEEDING WOMAN FOOD PACKAGE



To provide enhanced nutrition for mom and baby, women that are breastfeeding receive more food than non-breastfeeding women. Whole-grain bread and canned fish are included in the breastfeeding package and is not part of the non-breastfeeding package.
Images courtesy of Texas WIC

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Enhanced Supplemental Food Packages (cont.)

FULLY FORMULA / PARTIALLY BREASTFEEDING INFANT FOOD PACKAGE



EXCLUSIVELY BREASTFEEDING INFANT FOOD PACKAGE



Infant foods are included in food packages for infants starting at 6 months of age. Exclusively breastfeeding infants receive more infant foods in addition to baby food meats.
Images courtesy of Texas WIC

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Partially Breastfeeding Infant Food Packages

The WIC nutritionist individually tailors the quantity of infant formula issued to partially breastfeeding infants to provide the minimal amount of formula that meets, but does not exceed, the infant's assessed nutritional need.

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Breast Pump Access and Requirements

A variety of breast pumps are available to breastfeeding WIC participants.

Breast pumps are issued by WIC staff who determine which pump best fits the participant's needs.

Available breast pumps include:

- Manual breast pumps (hand pump)
- Multi-user breast pumps (hospital grade pump)
- Personal double breast pump

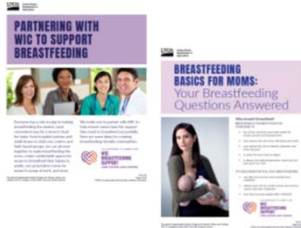
See the *Quick Reference for Issuing Breast Pumps* for more information.

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Type of Pump / Criteria for Issuing Breast Pumps	Pump Issuance: All Pumps
Manual Pump: This pump is for participants who: <ul style="list-style-type: none"> • Will have a short-term separation from their baby • Are looking for work • Are working or going to school less than 10 hours a week • Have limited access to electricity when pumping • Requests a pump due to engagement and referred to the DSE 	<ul style="list-style-type: none"> • Assess the individual needs of the participant and select the appropriate pump for her situation. • Demonstrate Hand Expression • Demonstrate the assembly and use of the pump, as well as milk collection kit • Provide instructions for cleaning • Allow participant to repeat and demonstrate what they understand • Discuss human milk storage guidelines • Complete appropriate form and tracking guidance within policy (2021) of Breast Pump Issuance
Multi-user Breast Pump: This pump is for participants who: <ul style="list-style-type: none"> • Have a premature or medically fragile infant currently unable to feed at the breast • Are unable to feed at the breast due to their own medical issues • Are having problems breastfeeding and must use pump to provide breast milk • Have multiples and need to increase milk production • Unlucky of participant's long term commitment to breastfeeding and will be separated from her infant a significant part of the day 	
Personal Double Breast Pump (PDP): This pump is for participants who: <ul style="list-style-type: none"> • Works or goes to school more than 10 hours per week • Plans to return to work within the next two (2) weeks • Have exclusively breastfed an infant for at least four (4) weeks 	
Follow Up After Issuance: All Pumps <ol style="list-style-type: none"> 1. Contact participants issued breast pumps within one (1) to five (5) business days of pump issuance, to ensure pump usage is going well. 2. Document follow-up on the appropriate form or within the breast pump tracking inventory system. 3. Refer participants who need additional help to the DSE. 4. Follow-up with the participant monthly to determine that the multi-user breast pump is still needed. 5. Document the: <ul style="list-style-type: none"> • Continued use of the pump within the breast pump inventory tracking system. • Need to return the pump to the participant's medical file. 	

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USDA Breastfeeding Support Campaign




The United States Department of Agriculture has refreshed the breastfeeding support campaign that provides materials and education to WIC staff, participants, and program partners.

These materials can be used in your practice to encourage and support breastfeeding.

wicbreastfeeding.fns.usda.gov

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American Academy of Pediatrics (AAP): "Breastfeeding is a Public Health Issue"



Given the documented short and long-term medical and neurodevelopmental advantages of breastfeeding, infant nutrition should be considered a public health issue and not only a lifestyle choice.

The American Academy of Pediatrics (AAP) recommends exclusive breastfeeding for about six months, followed by continued breastfeeding as complementary foods are introduced with the continuation of breastfeeding until two years or beyond, as mutually desired by mother and infant.

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Breastfeeding is Key

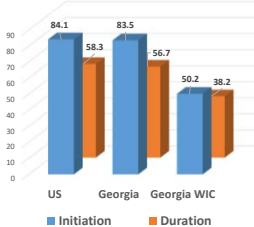
Public Health is dedicated to the importance of breastfeeding on a national, state, and local level.

- National:** "The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) promotes and supports breastfeeding as an important part of its nutrition services benefit."
- State:** "The Georgia Department of Public Health (DPH) promotes, protects and supports breastfeeding as the preferred method of infant feeding for the first year, and beneficial to both the infant's and the mother's health."
- Local:** "Georgia WIC recognizes human milk as the standard for infant feeding and nutrition."

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Breastfeeding Rates in Georgia



	Initiation	Duration
United States*	84.1	58.3
Georgia*	83.5	56.7
Georgia WIC^	48.23	39.11

*From the 2020 CDC Breastfeeding Report Card
^Georgia WIC Breastfeeding Data Federal Fiscal Year 2020

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Medical Data and Breastfeeding Support Referral Form

- This form can be used to refer patients to enroll and receive WIC benefits.
- Use this form to refer your breastfeeding families that could benefit from WIC breastfeeding support services.
- Fillable form available at wic.ga.gov

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Breastfeeding Referrals to WIC

Collaboration between the medical community and WIC is vital to the care of shared patients. Referrals from physicians and staff can help patients meet optimal breastfeeding goals and promote continuity of care.

Referrals from the medical community:

- Strengthen breastfeeding messages received from the medical provider
- Support patients in meeting breastfeeding goals
- Facilitate access to breastfeeding resources for high-risk patients
- Encourage eligible patients to maintain WIC enrollment for continuous access to breastfeeding services

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Summary

- Women (pregnant, postpartum, or breastfeeding), infants and children up to age five that are income eligible for WIC with a family income at or below 185 percent of the federal poverty level, or if receiving Medicaid, SNAP or TANF benefits.
- Georgia WIC promotes breastfeeding by providing education and support through breastfeeding classes, individual counseling, and the Peer Counselor Breastfeeding Program.
- Breastfeeding benefits through Georgia WIC include enhanced food packages and breast pump options based on the identified need.
- Referrals to Georgia WIC promotes continuity of care and can help patients meet breastfeeding goals.

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Thank you for your participation!

For questions and additional information, please contact:

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