



Breastfeeding Support, a Review

STAFF HANDOUT

Key Messages: A Review

The updated food packages were designed to support and protect breastfeeding. Currently, 75% of Colorado WIC moms start breastfeeding! This suggests that moms want to try breastfeeding. Unfortunately, by 1 month postpartum about half of these women have quit breastfeeding.

WIC can help moms successfully breastfeed! By understanding that breastfeeding is the *normal, expected, and healthiest way* to feed babies, WIC staff can educate moms on how to be confident and successful! Breast milk is all a young baby needs. Follow these simple guidelines to help moms and babies successfully reach their breastfeeding goals:

1. Embrace breastfeeding as the natural and normal way to feed all babies.
2. Educate prenatally. Discuss mom's concerns, and help her establish breastfeeding goals!
3. Approach all women with the assumption that they are breastfeeding, or plan to breastfeed.
4. To successfully establish milk supply, encourage moms to exclusively breastfeed and not use formula during the first 4 – 6 weeks postpartum.
5. Do not offer formula unless medically indicated. If mom specifically asks for formula, have an enthusiastic dialogue about breastfeeding and building milk supply. Then, if mom still insists she receive formula, only provide the minimum amount needed.
6. Offer support, resources, information, or a pump. Remind moms of the breastfeeding benefits for her and baby, and the built-in incentives of the food packages: more food for her and her baby, and she stays on the program longer!



What is *new* about the new breastfeeding food packages?

- WIC will not routinely provide formula to breastfed infants in the first month of life.
- All breastfeeding food packages are enhanced, with noteworthy enhancements for *exclusively* breastfeeding women and infants.
- All breastfeeding women stay on the program for 12 months postpartum. Novel breastfeeding women (previously called "Token" in the first training packet) only receive food for 6 months. However, they will receive support, information, resources, and pumps if needed during the entire 12 months postpartum.
- A mother's food package depends on the amount of formula her infant receives. Thus, a mother's food package depends on her infant's food package. Thus, her package may change each month, depending on the amount of formula needed.

A breastfeeding mom's food package will change if she receives formula:

Baby Receives	Mom Receives:	Mom's Category	Food Package
Only breast milk	Exclusively breastfeeding package	B	B_____
Formula <i>in range</i>	Partially breastfeeding package*	B	P_____
Formula <i>not in range</i>	Novel breastfeeding package	B	N_____
Only formula; no breast milk	Postpartum, Non-breastfeeding package	N	N_____

*There is no Partially Breastfeeding food package in the first month postpartum.

For women, the Novel breastfeeding and Postpartum/Non-breastfeeding packages are the same *food* package. However, a Novel breastfeeding woman will receive the "Thank you for breastfeeding" voucher starting when her infant is 6 months old, and she continues to receive breastfeeding support until her infant's 1st birthday.

Why is there no Partially Breastfeeding food package in the 1st month postpartum?

To help establish milk supply, WIC will not routinely give formula to breastfed babies during the 1st month. If a baby does not receive formula from WIC, mom receives the exclusively breastfeeding package. However, *for medical reasons or if a mom does not intend to breastfeed much longer*, she may receive formula for the baby and the novel breastfeeding package for herself. This mom should still be encouraged to exclusively breastfeed, and only given the minimum amount of formula needed.

Labels and Definitions

Breastfeeding – Category B; refers to a woman who is breastfeeding at least once per day on average.

☆ Remember: Mom's food package depends on the amount of formula her infant receives. ☆

In Range – The amount of formula an infant can receive that still allows mom to get a partially breastfeeding food package. Mom will get the Partially Breastfeeding food package when baby receives:

1-3 months: 1 to 4 cans

4-5 months: 1 to 5 cans

6-12 months: 1 to 3 cans

Not in Range – An amount of formula greater than what is allowed for mom to get a partially breastfeeding food package. Mom will get the Novel Breastfeeding food package when baby receives:

0-1 month: 1 to 9 cans

1-3 months: 5 to 9 cans

4-5 months: 6 to 10 cans

6-12 months: 4 to 7 cans

Exclusively Breastfeeding Woman – Category B. Refers to any woman who does not receive any formula from WIC.

Partially Breastfeeding Woman – Category B. Refers to any woman who is breastfeeding and also offering formula amounts *in range*.

Novel Breastfeeding Woman – Category B. Called "token breastfeeding" in the first training packet. Refers to any woman who is breastfeeding, but likely does not intend to continue. She is offering formula amounts *not in range* of partially breastfeeding.