

STATE OF COLORADO

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Colorado Department
of Public Health
and Environment

TO: Local Agency WIC Directors

FROM: State Office

SUBJECT: New Food Package Training: Breastfeeding Promotion and Support

DATE: November 7, 2008

Welcome to new food package training! As you already know, this month we will be discussing breastfeeding, and future training will cover specific foods, food instrument issuance, and training participants to purchase new foods. What you can expect each month is a guide to prepare staff for implementing the new food package. The guide for each month's topics will include:

- 1) an overview for directors
- 2) an education guide and support materials for staff
- 3) updated procedures related to that month's topic, and
- 4) staff training tips and tools

To support your efforts in getting these messages out to participants, we are also updating WIC's education materials and will have key pamphlets available in the coming months.

Breastfeeding promotion and support is the first topic covered because it is our most important message. As well, we need to prepare prenatal participants who will deliver their infants after June 1 when the new food package rules will be in place. These new rules encompass changes to the food packages and our approaches to the breastfeeding dyad, including increased support to breastfeeding mothers that empowers them to breastfeed exclusively, promoting the new food packages as incentives to breastfeed, and reinforcing our new policy to not issue formula to breastfed infants in their first month of life.

WIC is moving toward promoting exclusive breastfeeding as the normal and expected way to feed all infants, and away from the current pattern of routine issuance of formula to breastfed infants. If we act now by educating mothers throughout their prenatal periods, we can positively impact the way staff approaches this new direction, and we can help participants understand the support WIC will provide to help them breastfeed successfully. You also have this time to work within your communities to expand the network of support for breastfeeding women. The new food package is specifically designed to support this shift.

Since breastfeeding promotion encompasses much more than simply providing education, agencies should begin to consider methods to strengthen their breastfeeding infrastructures. The accompanying attachments provide tools for clinic assessment and appropriate staff training. The design allows these materials to be adapted for either independent study or staff meeting review. Ideally you will review all of the materials and staff will review the staff handout(s) before your next staff meeting, at which time

these materials will be further discussed. Following is the list of enclosed handouts, and the following page is a list of tips and tools for how to use these materials.

Director Guide: *Agency Checklist – Building a Supportive Structure for Breastfeeding*

Director (and Staff Tool): *Breastfeeding Solutions Resource*

Staff Handout: *Breastfeeding Promotion and Support*

Staff Handout: *Review of Procedures: Providing Breastfeeding Promotion and Support*

As you work through this month's packet of information, it is likely that many questions will arise. Please keep a list of these questions and scenarios, and share them with us. We will be compiling these frequently asked questions, and sharing them with all of the local agencies in future training packets. We may also feature additional or common questions as inserts in the Colorado WIC News. As you collect these questions, please share them with Amy Kweller at Amy.Kweller@cdphe.state.co.us.

In the coming months, we will be discussing many exciting topics. Next month is an overview of the new food packages, including some specific information on new foods. We are also excited to be able to distribute the Sesame Workshop resource kits very soon! As that time approaches, we will provide you with guidance on how to use them.

cc: State WIC Office Staff
Patricia Daniluk

Enclosures

Staff Training Tips and Tools: Breastfeeding Promotion and Support

1. Directors review *Agency Checklist – Building a Supportive Structure for Breastfeeding*
 - This document outlines a comprehensive approach to breastfeeding education and support, including ways to integrate breastfeeding messages into prenatal and postpartum visits.
 - During your discussion of (#2) *Review of Procedures: Providing Breastfeeding Promotion and Support*, find out where improvements can be made in your agency. Ask your staff where they think improvements need to be made, and focus on those areas first.
 - Many agencies have decided to improve their breastfeeding messages, as outlined in their Nutrition Education Plans. This tool may be a useful resource for achieving this goal.

2. Directors review the *Breastfeeding Solutions Resource*
 - This resource might look familiar to you – this information is located in the white pages of the Breastfeeding Education Guide (mini blue binder), and a portion of it appears in the pink pages of the Protocol Manual.
 - Recently updated, this guide is a good reference for some common breastfeeding questions, concerns, and scenarios. You may find it useful to re-familiarize yourself with the information in this source so that you can field questions during your staff meeting.
 - Encourage staff to review this information. Please distribute this tool to staff if you believe they would benefit from having the updated version. In the future, we will provide updated versions of many of our reference tools and manuals, including this one.

3. Have staff review the handout, *Breastfeeding Promotion and Support*
 - If possible, have staff review this handout before the staff meeting.
 - Walk through each question and scenario to understand the messages and to practice the counseling techniques
 - Encourage staff to voice opinions and ask questions about the changes. Refer to the tool *Breastfeeding Solutions Resource* for questions to commonly asked questions.
 - Have a discussion that provides education and addresses staff concerns.
Some ideas for discussion:
 - ✓ Ask staff members if they agree with our breastfeeding goal and the changes. How do they feel about WIC potentially being known as the nutrition program that helps mothers with breastfeeding, rather than solely the program that gives out formula?
 - ✓ Do they believe the changes will help achieve this goal? Help staff appreciate that other clinic services must also be in place for our goal to be effective.
 - ✓ How do they think participants will react to these changes? How else can we help participants with this particular transition?
 - ✓ Write down any questions, scenarios, or “what if” situations that arise during your meeting. Respond to the situations based on the information that we have provided, but also, please keep a list and share them with the State Office. In the future, we will provide a Frequently Asked Questions (FAQ) document with guidance on these questions and situations.
 - Email Amy Kweller at Amy.Kweller@cdphe.state.co.us with questions and situations to address

4. Have staff look over the *Review of Procedures: Providing Breastfeeding Promotion and Support*
 - If possible, have staff review this handout before the staff meeting.
 - Walk through the procedures for prenatal certification visits, follow-up prenatal visits, and breastfeeding support following delivery.
 - Have a discussion that addresses current procedures, changes, and concerns.
 - ✓ Ask staff if they already follow these procedures, and address areas of concern or confusion.
 - ✓ Have a discussion about how the previous tool, *Breastfeeding Promotion and Support*, may be used to help follow these procedures.
 - ✓ Write down questions, scenarios, or ‘what if’ situations, and please share them with us.