

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 Support, a Review

DATE: February 17, 2008

We are very excited to revisit Breastfeeding and the New Food Packages! Exclusive breastfeeding is the most important message that WIC supports, and this month we will be reviewing messages and discussing difficult situations that arise in the clinic. To support your efforts in getting these messages out to participants, we are also in the midst of updating WIC's education materials and will have key pamphlets available soon!

Due to the excitement we have heard and the excellent questions we have received about breastfeeding, we are responding with an outline of Colorado WIC's breastfeeding plan in a document entitled the *Colorado WIC Program Concept Paper: Food Packages for Breastfeeding Participants*. This concept paper considers all of the important breastfeeding issue, reviews changes in formula issuance to breastfed infants, and reinforces WIC staff's work toward strengthening breastfeeding support. This paper provides the foundation for WIC procedures, and our commitment to change with the new food packages. It should be used as a training tool since it will drive future changes to the Colorado WIC Policy and Procedure Manual. Also note that we have renamed "Token" breastfeeding to "Novel" breastfeeding, to better reflect what staff may see in a mother's first month postpartum (e.g. mother is substantially breastfeeding but requires supplemental formula for medical reasons).

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 the Director Guide for how to use these materials.

Director Guide: *Staff Training Tips and Tools – Breastfeeding Support, a Review*

Staff Handout: *Breastfeeding Support, a Review*

Staff and Director Guide: *Colorado WIC Program Concept Paper: Food Packages for Breastfeeding Participants*

Staff Activity: *Concept Paper Discussion*

Staff and Director Handout *Breastfeeding Frequently Asked Questions*

Clinic Tool: *Colorado WIC Early Breastfeeding Screening Form*

Clinic Tool: *Infant Formula Range Cheat Sheet*

Clinic Posters

The final items that comprise this training packet are several 8½” x 11” posters that promote breastfeeding. These posters, developed by New York State WIC, may be printed and placed in visible areas of your clinic to promote breastfeeding! The *Promises* poster was developed for agencies that have WIC Breastfeeding Peer Counselors as a local resource, and may be most appropriate for those clinics.

As we have been working through the intricacies of the new food packages, we have refined pieces of our training materials to best meet the needs of Colorado WIC staff members and participants. Replacement pages for the first three training packets will be sent via email, with the few changes explained.

In the next two months, we will be outlining the final details of the new food packages and implementation! Next month we will focus on training staff to issue food benefits, discuss purchasing new foods, and give guidance on how to carry out transactions at the store.

cc: State WIC Office Staff
Patricia Daniluk

Enclosures

Staff Training Tips and Tools: Breastfeeding Support, a Review

1. Have staff review the handout *Breastfeeding Support, a Review*
 - Past packets have had more detailed versions of this handout. The amount of information has been reduced due to the time staff will use to review the Concept Paper.
 - If possible, have staff review this handout before the staff meeting.
 - Review and refresh the key messages and concepts of Breastfeeding Promotion and Support with staff.
2. Directors and Staff review *Colorado WIC Program Concept Paper: Food Packages for Breastfeeding Participants* and the staff activity: *Concept Paper Discussion*
 - If possible, have staff review the Concept Paper before the staff meeting.
 - Walk through the models for the prenatal and postpartum discussions, and spend time reviewing the Infant Food Package Issuance section.
 - Encourage staff to voice opinions and ask questions about the changes.
 - If your meeting will not allow time to review the entire document, spend time reviewing and discussing Section IV: Infant Food Packages (pages 4-5). This section outlines how to handle breastfeeding situations that require formula supplementation during the first month postpartum.
 - 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?
 - ✓ Address questions by encouraging staff to refer back to the relevant sections of the Concept Paper.
 - ✓ 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.
 - ✓ Review the staff activity *Concept Paper Discussion*. Encourage staff to review the concepts to help each other answer the questions.
3. Directors and staff review *Breastfeeding Frequently Asked Questions*
 - This document outlines guidance on some of the specific questions that WIC staff members across Colorado have asked since the initial breastfeeding training.
 - Review each question with staff, and refer to the Concept Paper when necessary.
4. Directors and staff review the *Colorado WIC Early Breastfeeding Screening Tool*
 - This tool is intended to triage breastfeeding concerns or difficulties after birth, either via telephone or at a participant's first postpartum WIC appointment.
 - Review the questions with staff. Help staff recognize that once they are familiar with the tool, not all questions need to be asked and that the conversation will only last a few minutes. The agency that uses this approach with phone calls reports that the majority of conversations are shorter than 5 minutes, and mothers are happy to have contact with someone from WIC! Those conversations that lasted longer occurred when staff members were able to direct mothers for help with breastfeeding.
 - Activity suggestion to familiarize staff with Screening Tool: Have staff split into groups of two. Encourage one staff member in each group to choose a breastfeeding complication and act as a new breastfeeding mom at her first postpartum WIC appointment. Have the other staff member act as her educator. *Use a copy of the Breastfeeding Challenges and Solutions in the Breastfeeding Education Guide (also in the first training packet) and the Breastfeeding Module and Resource Manual for references.*
 - ✓ Have educator go through the Screening Tool with the new mom, asking questions as she sees fit.
 - ✓ Encourage educators to learn from the new mom what her breastfeeding complication is, and if time permits encourage a counseling session or referral to help mom overcome the problem. What is the next step for this mom?
 - ✓ Have staff members switch roles and repeat the exercise with a new breastfeeding complication.
 - ✓ After each staff member has had a turn, encourage a discussion of what was and wasn't helpful, and how each staff member plans to use this tool.
 - When using this tool, staff should briefly document phone calls as an "Other Contact." If used during a WIC appointment, information should be documented as Nutrition Education.

5. Have staff look over the handout *Infant Formula Range Cheat Sheet*
 - This clinic tool acts as a guide for issuing appropriate amounts of contract or specialty formulas to partially breastfed infants.
 - The key to this sheet and protecting breastfeeding is to only provide the minimum amount of formula needed.