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# LOCAL AGENCY PERSPECTIVE



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## NCHS WIC is....

- Caseload 11,350
  - 14 Certified Lactation Educators
  - 2 per diem IBCLC (lactation consultant)
  - Exclusive breastfeeding rate overall 35-37%
  - 80% in first month
  - Electric Breast Pump Loan Program
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# Results Learning Needs Assessment

- A lot of concerns about...
    - new WIC foods and packages
    - new pediatric referral form
    - breastfeeding in the first month policy
  
  - A little about NCHS WIC breastfeeding policy
    - 15 yrs
    - rationale
      - crucial to establishing mother's breastmilk supply
      - help prevent nipple/flow preference
    - breastfeeding support instead of formula
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# Provider Concerns

- First month policy
  - Infant health concerns
    - jaundice
    - hydration
    - growth
  - Time constraints
    - the new form
  - Mom wants formula
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# WIC Staff Concerns

- WIC promotes breastfeeding
  - Mom wants formula—thought of as the only other option
  - Patient sent to WIC first for therapeutic formula
  - Time constraints
  - Kids, noise, distractions
  - Non-compliance
    - Income, residence, identification, *hgb/hct*
    - Re-certified about every 6 months,
    - Hgb/Hct annually unless abnormal will need in 6 months
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# Patient/Participant Concerns

- “I don’t have enough milk”
    - Is it real or perceived?
    - What are her options *other than formula*?
  
  - “I was denied”
    - What does denial mean to her?
    - By whom? Pharmacy? Insurance? Medi-Cal?
  
  - “I’ll have to pay”
    - For formula—WIC is supplemental
    - For another doctor visit
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# What You Can Do

- [www.wicworks.ca.gov](http://www.wicworks.ca.gov)
    - News and Updates (Youtube video)
    - Health professionals → WIC Contacts for MDs
    - Public resources, Breastfeeding → Moms and families
      - → Breastfeeding coalitions
      - → Local public health breastfeeding coordinators
  - [MD-WIC@cdph.ca.gov](mailto:MD-WIC@cdph.ca.gov)
    - Email comments, questions
  - [www.Regulations.gov](http://www.Regulations.gov)
    - USDA for input on WIC food packages by Feb 1, 2010
  - Health Plans
    - Help with insurance, MMC to obtain therapeutic formulas
    - If and who is the IBCLC for breastfeeding support
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