Minnesota WIC

The Nutrition, Health, and Breastfeeding Program
What is WIC?

- Public health nutrition program serving new mothers & young families
Who is eligible for WIC?

- **Women**
  - pregnant ...up to 6 wks pp
  - breastfeeding ...up to 1 yr
  - post-partum non-bf’g ...up to 6 mo pp

- **Infants** ...birth → 12 months of age

- **Children** ...1 → 5 years of age
  - who meet WIC income guidelines
BF Women Eligible up to 1 Year
WIC Food Package

Targets nutrients
- needed during periods of growth & development
- of concern in population WIC serves

Based on recommendations from Institute of Medicine
WIC Services

Nutrition & Health Assessment

Individualized:

- Nutrition education & counseling
- Referrals to other health & social services
- Food package
Fruits & vegetables
Whole grains – bread, tortillas, brown rice, & oats
Breakfast cereals
Beans (legumes) & peanut butter
Juice – 100% fruit & vegetable
Eggs
Dairy – milk & cheese;
    ...or dairy substitute: soy milk / tofu
Infant foods – fruits & veggies; meats for BF infants
Fish – canned tuna/salmon for BFg women
Enhanced Food Package for BFg Diads

Fully breastfeeding infants receive the largest WIC food package at the time complementary foods are added..

- Larger amount of foods
- Infant meats.
Fully BF Dyads receive Largest Food Package

**women** up to baby’s first birthday

- **Milk**: 6 gallons
- **Cheese**: 1 pound
- **Eggs**: Two dozen
- **Frozen Juice**: Three 11.5–12 oz containers
- **Cereal**: 36 oz
- **Whole Grains**: 1 lb
- **Beans**: Four 16 oz cans OR 1 lb dry beans
- **Peanut Butter**: 15–18 oz jar
- **Canned Fish**: 30 ozs
- **Fruits/Vegetables**: $10.00

**infants** 6-12 months of age, in addition to Mom’s priceless breastmilk

- **Infant Cereal**: 24 ozs
- **Infant meats**: 31 (2.5 oz) containers
- **Infant fruits/vegetables**: 64 (4 oz) containers

Prepared by the Minnesota WIC Program www.health.state.mn.us/divs/ldh/wic

This institution is an equal opportunity provider. 7/09 IC# 141-28627
2012 WIC BFg Trainings

- **Online training module** for new staff
- **“Grow & Glow” training**
  - eight 2-day trainings for ALL WIC staff at locations throughout state
- **Building Bridges for Breastfeeding**
  - **Duration** at 4 locations in MN
- **5-Day CLS Course**
- **Advanced Clinical Concepts in Lactation Course**
- **WHO Growth Grids**, for birth → 24 mo.
All WIC programs provide basic level services:

- **Anticipatory guidance:** hospital, early wks, returning to work, etc
- **DVD showing laid back breastfeeding**
- **Breastmilk freezer tray** …for fully BFg women
- **Pumps** …when needed & not available elsewhere

Some have enhanced BFg services:
- **Support groups or classes**
- **IBCLCs on staff**
- **BFg Peer support** …. initiated in ‘05
“It was unbelievable the support .. (peer name) gave to me to breastfeed. I couldn’t speak English … nobody breastfed in my family …I was not planning to breastfeed.

… after one month of connection (with my peer), I had my baby.

My baby is 6 months old now and it turns out that breastfeeding was the most fun-loving experience that I had with my child.”
WIC Breastfeeding Rates are increasing!
WIC Participation Positively Associated w/ Breastfeeding Initiation

Breastfeeding Initiation by Months of Prenatal WIC Participation

Healthy People 2010

3 or more months
Less than 3 months

HTTP://WWW.HEALTH.STATE.MN.US/DIVS/FH/WIC/STATISTICS/BFACTSHEET0312.PDF
Breastfeeding Initiation by Race/Ethnicity in Minnesota WIC

Minnesota WIC Breastfeeding Initiation by Race/Ethnicity

Formula Introduction in Hospital Decreases BFg Duration in MN WIC Infants

- 38% of MN WIC infants received formula in the hospital.

- Infants fed formula in the hospital were 144% more likely to have stopped breastfeeding by 3 months than those w/ no formula in the hospital.

BFg Initiation in MN WIC by County, 2010

State Percentage 74.3%

Source: MN-WIC Summary Statistics Breastfeeding Report, June 2010
Breastfeeding Duration in Minnesota WIC Participants Who Initiated Breastfeeding

- 6 or more weeks
- 6 or more months
- 12 or more months

Comparative data for years:
- 2007
- 2008
- 2009
- 2010
MDH WIC Website

- More about the WIC program
- Local WIC program contact information
- Lactation Ed opportunities within MN sponsored by WIC & others
- Materials & resources available
- Links to other breastfeeding resources

http://www.health.state.mn.us/divs/fh/wic/
To refer to WIC

- Local Agency phone numbers from website
- Phone numbers from 877-214-BABY
- Outreach materials available from WIC
Questions?