

“WIC & Early Care & Education Team Up to Support Breastfeeding Duration”

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Category: Breastfeeding

In 2012, Boulder County Public Health (BCPH) chose Healthy Eating Active Living (HEAL) as a focus of our Public Health Improvement Process. To promote HEAL; BCPH's Child Health Promotion Program (CHP) actively promotes breastfeeding within infant/childcare settings.

The interim goal was to provide WIC Lactation Management (LM) training to one child care staff in each of 12 “Breastfeeding Friendly” certified child care programs in Boulder County. All 12 child care sites serve low income populations, including WIC clients. The long-term goal of the project is to increase breastfeeding duration rates for WIC participants in Boulder County.

Experienced caregivers who had received basic breastfeeding training by CHP staff were chosen for the LM training. After LM training, the child care provider will provide additional on-site breastfeeding support to assist women in increasing duration. Each trained child care provider has been connected with a WIC breastfeeding specialist. This enhances coordination and exchange of information and referrals between the child care programs and the WIC Program.

In addition, this project increases community capacity of breastfeeding expertise and facilitates a partnership between WIC and early childhood education programs.

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Funded by Colorado WIC Breastfeeding Supportive Communities Grant

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Target Audience

WIC Clients in Boulder County, in the cities of Longmont, Boulder & Louisville.

Boulder County Early Care & Education/Child Care Providers serving low income families including WIC clients.

Community Partners

- Early Care & Education/Child Care Provider Community
- Boulder County Breastfeeding Coalition (BCBC)
- Child Health Promotion Program (CHP) & WIC

Community Need

- 88% of WIC mothers in Boulder County report breastfeeding initiation (PedNSS 2012). Breastfeeding begins to decline as mothers return to work.
- 38% of WIC mothers report breastfeeding at 6 months; this drops to 27% at 12 months.
- Breastfeeding support from a child care provider at 3 months can have a profound influence on helping mothers maintain breastfeeding at 6 months.
- Just 12 of 37 Child Care Centers in Boulder County are Breastfeeding Friendly certified through CHP.

Project Goals

Long Term: Increase breastfeeding duration rates for WIC participants in Boulder County.

Interim:

1. Provide Lactation Management Specialist (LMS) training to one child care staff in each of 10 child care programs (Infant Nursery Supervisor or other experienced caregiver who has already received basic breastfeeding training provided by CHP staff.)
2. Increase community capacity of breastfeeding expertise & facilitate partnership between WIC & Early Care & Education Providers.

Project Activities



Project Evaluation

Intermediate outcomes

- Staff from 10 Breastfeeding Friendly certified child care programs were trained as LMSs and provide information & support to nursing mothers in their child care programs & provide referrals to WIC & other lactation resources as needed.
- Breastfeeding Friendly child care program LMSs coordinate & exchange information with WIC CLCs to support their shared WIC nursing mothers.
- Breastfeeding Friendly certified child care programs will be re-evaluated during bi-yearly child health inspection by CHP staff. Centers that fail to maintain breastfeeding friendly certification will be required to repeat the training & certification process.

Long-term population outcome

- Boulder County WIC breastfeeding duration & exclusivity data will be monitored using COMPASS reports to measure progress.
- Boulder County breastfeeding initiation & duration from PRAMS data will be monitored to measure progress.

Future of Project & Sustainability

- CHP will continue to train & certify additional Child Care providers in breastfeeding promotion & support efforts.
- WIC staff will refer WIC clients to child care centers that are breastfeeding friendly certified to be better able to support the client's breastfeeding goals in the child care setting.
- Boulder County Breastfeeding Coalition will serve as a forum where WIC, early childhood educators, nurse home visiting programs, hospital staff, private providers, local business owners, & other community partners can use collective impact to improve breastfeeding outcomes.
- Collective impact work will use community data, evaluate community capacity to support breastfeeding, identify evidence-based practices, strengthen systems, promote healthy policy & environments, & assure services.