



Mother's Own Milk (MOM) Initiative

June 2017 Learning Session:
The Role of WIC in Supporting MOM
for VLBWs

Partnering to Improve Health Care Quality
for Mothers and Babies



Welcome!

- **Please enter your Audio PIN on your phone or we will be unable to un-mute you for discussion.**
- If you have a question, please enter it in the Question box or Raise your hand to be un-muted.
- This webinar is being recorded.
- Please provide feedback on our post-webinar survey.

Agenda

6/1/2017

- 👶 Project Announcements
- 👶 FLORIDA WIC PROGRAM: Breast Pump Access
- 👶 Q&A and Discussion

Announcements

- 👶 Please Save the Date! MOM Webinars: Sharing your NICU Journey!
 - 👶 North Florida Region 7/6/17 1-2 pm
 - 👶 West Central Florida Region 8/3/17 1-2pm
 - 👶 South Florida Region 9/7/17 1-2pm
 - 👶 Power point template provided
- 👶 Don't Forget: Free Personalized On-site Consultations for your unit!
 - 👶 Contact Ivonne ihernand@health.usf.edu to schedule!

Kangaroo-A-thons: 2017 Reports

- 👶 Winnie Palmer: Grand total was 297 hours and 7 minutes of skin to skin holding. They beat 2016 total by 100 hours!
- 👶 TGH: Grand total (3 weeks) was 233 hours of skin to skin holding. They beat 2016 total by 43 hours!
- 👶 *Let me know if you celebrated and how it went!*
 - 👶 Email lhernand@health.usf.edu

Poll Question

Do you have WIC staff (ex. peer counselor or IBCLC) visiting your hospital (Maternity or NICU)?

Yes

No



Partnering to Improve Health Care Quality
for Mothers and Babies

Today's Topic:

THE ROLE OF WIC IN SUPPORTING MOM FOR VLBWS

FLORIDA WIC PROGRAM Breast Pump Access

**Rhonda Herndon, Nancy Spyker, Donna Long,
and Melissa Salmon-Heil
Florida Department of Health**



FLORIDA WIC PROGRAM

Breastfeeding integral part of the WIC Program

- United States Department of Agriculture (USDA) Standards



FLORIDA WIC PROGRAM

USDA WIC Funding

- WIC Nutrition Services and Administration (NSA)
- WIC food dollars
- Breastfeeding Peer Counseling funds



WIC BREASTFEEDING PROGRAM

Breastfeeding staffing: State and local

- Breastfeeding Coordinator
- Breastfeeding Peer Counselor Coordinator
- Breastfeeding Peer Counselors



WIC BREASTFEEDING PROGRAM

Loving Support Through Peer Counseling: A Journey Together

- Paraprofessional
- Defined Scope of Practice
- Support normal breastfeeding



ACCESS TO HOSPITAL GRADE PUMPS

Breast pump availability to WIC moms

- Hospitals/other health care facilities
- Local agencies have hospital grade electric breast pumps



ACCESS TO HOSPITAL GRADE PUMPS (continued)

Referral to WIC

- Referral forms
- Phone call



ACCESS TO HOSPITAL GRADE PUMPS (continued)

Referral Forms

- Hospitals to Inform WIC with documentation containing the following information:
 - Mother has need- specify diagnosis/medical condition
 - Baby has need- weeks of prematurity, specify diagnosis/medical condition

Is this the best way to refer to WIC?

➤ **YES**



ACCESS TO HOSPITAL GRADE PUMPS (continued)

Eligibility and prioritization for issuing WIC pumps: hospital grade and single user pumps

- The local agency breastfeeding expert will follow WIC policies
- Availability of multi-user electric pump depends on local agency



ACCESS TO HOSPITAL GRADE PUMPS (continued)

- Mother or infant hospitalized
- Prematurity
- Infant with severe feeding problems



ACCESS TO HOSPITAL GRADE PUMPS (continued)

Initial Breast pump loan

- ❖ Hospital-grade electric breast pump
- ❖ Breast pump kit
- ❖ demonstration



BREAST PUMP FOLLOW-UP

Call by WIC Breastfeeding Expert

- Within 48 hours if possible
- Once every two weeks
- Required within one month



VERY LOW BIRTH WEIGHT INFANTS (VLBW) AT DISCHARGE

Need continued use of breast pump

“Is there any flexibility if the MD orders fortification to continue to keep the pump?”

- Varies upon pump availability in the local agency



SUPPLEMENTATION

WIC Policy for providing Infant Formulas, Exempt Infant formulas, and WIC-Eligible Nutritionals

Prescription requested by MD, or PA, or ARNP with the following information:

- Name and amount of supplementation per day
- Qualifying Medical Condition
- Length of Use
- Provider's signature, office stamp, date written



SUPPLEMENTATION (continued)

Requests for Human Milk Fortifier (HMF) and High-calorie formulas for prematurity

- **YES**-Covered by WIC for use in VLBW infants with request from health care provider
- The formula will be ordered by local agency



CHALLENGES

- Communication with Hospital

- Designated Point Person



- Communication with mom:

- Scheduling appointment to provide pump
- After receiving pump



CHALLENGES (continued)

- Pumps not returned (timely)
- Upkeep of pumps, storage



TIPS TO INCREASE BREASTFEEDING AND ACCESS TO PUMPS

- Increased communication between hospital and WIC
- Support breastfeeding dyad in NICU
- Agreement for WIC breastfeeding peer counselors to come to hospital
- Baby Steps to Baby Friendly



EXPERIENCES



“I can’t thank you enough for all you have done for me and for my son for almost 6 years. I took a breastfeeding class when I was pregnant, when my son couldn’t latch you helped me keep up my milk supply and I pumped for 22 months. The food, formula, and most of all, the support I had from you was invaluable, and incredible. I honestly don’t know what I would do without the WIC program. Your dedication, hard work, and caring hearts meant the world to me. With much love and appreciation, “

Success Stories...

-a note of appreciation from a Mom on the WIC program

ORANGE COUNTY WIC

- Served 33,186 WIC participants in March 2017
 - ❖ 2,650 breastfeeding women
- Has 8 WIC Clinic sites
- Breastfeeding and Peer Counselor Coordinator



ORANGE COUNTY WIC (continued)

How the program works

- With two local hospitals in the Orlando area
- Mother leaves the hospital with the loaned hospital grade breast pump



ORANGE COUNTY WIC (continued)

When the mother goes to WIC

- Client assessed by the breastfeeding expert
- Client followed by WIC breastfeeding expert



Florida Department of Health Broward WIC Loaning of Electric Breast Pumps

Hospital Grade

Used to maintain a milk supply when baby is unable to do so.



Florida Department of Health – Broward WIC Loaning of Electric Breast Pumps

Why Pump

Infant

- Medical issues
- Prematurity

Maternal

- Return to work
- Flexibility

Medical issues

- Engorgement
- Severe soreness
- Certain Medications



Florida Department of Health – Broward WIC Loaning of Electric Breast Pumps



- The referral form documenting the need for the pump is faxed from the requesting hospital or qualified professional to the FLHC WIC site.
- The designated WIC Staff assigned to Site 01 is responsible for forwarding the electric breast pump referrals to the appropriate site. (Client assigned site)
- Mothers with infants in NICU receive a breast pump in order to pump and provide NICU infants with breast milk.
- Breastfeeding Peer Counselors refer high risk mothers to an IBCLC.
- Mothers returning to work and school receive electric pumps
- Clients with breast pumps receive ongoing follow up support.



SUMMARY

Florida WIC Program

- Breastfeeding staff: State and local
- Hospital grade electric breast pumps
- Coordinates with local hospital NICUs
- Supplementation



Florida WIC Program

Thank-you!



FLORIDA WIC BREAST PUMP ACCESS

Reference

Food and Nutrition Services, Loving Support through Peer Counseling: A Journey Together For WIC Managers

<https://lovingupport.fns.usda.gov/content/peer-counseling-training>

USDA Special Supplemental Nutrition Program for Women, Infants and Children (WIC) Breastfeeding Policy and Guidance (5.0- 5.2 Overview on pp. 25-26)

<http://www.fns.usda.gov/wic/breastfeeding-promotion-and-support-wic>

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FLORIDA WIC BREAST PUMP ACCESS

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DISCUSSION AND Q&A

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Hospital Grade Pumps

- 👶 Are your Medicaid mother's able to obtain their hospital grade pumps?
- 👶 Most are telling us they are not.
- 👶 **AHCA Needs to know !**
- 👶 https://apps.ahca.myflorida.com/smmc_cirts/
- 👶 http://flbreastfeeding.org/pdf/final_medicaidbreastpumpalert.pdf



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Questions?

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