

TABLE TALK



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Bringing more to the table...

Breastfeeding is Best for Mom and Baby

Beginning October 1st, there are a lot of changes coming to the WIC Food Packages.

One big change is for moms who are exclusively nursing their babies. These moms will receive 50 percent more food than moms who are not exclusively breastfeeding.

Breastfeeding is best for babies and moms, and WIC's new food packages are incentives to breastfeed. Many women currently on our program will deliver after the new food package is in place on October 1. We need to support these women *now* by helping them understand the benefits of exclusively breastfeeding! Our key messages are:

- Babies are born to be breastfed!
- The more breastmilk a

baby gets, the healthier the baby and mom will be.

- Babies fed only breastmilk are healthier than babies fed formula or a combination of formula and breastmilk.

Breastfeeding Promotional items:

The Arizona WIC Program supports its participants in reaching their individual breastfeeding goal. To help overcome barriers that they may face during this journey the Arizona WIC Program provides:

- "Breastfeeding: Keep It Simple" Book
- Tailored Bookmarks
- Breast Pads
- Privacy Scarves

- Hospital Grade Breast Pumps
- Personal Use Breast Pumps
- 30mm Flanges
- Breastmilk Storage Bags
- Cooler Bags
- Freezer Packs

All these items can be ordered at www.azwic.gov

If you have questions or suggestions for the content of this newsletter, please contact jesse.lewis@azdhs.gov.



Ordering from the WIC Warehouse

As you know, the process for ordering materials from the WIC warehouse including brochures, posters, THTM supplies, breastfeeding items, etc. has changed over the last month. You are now required to log in using your Citrix ID and password and the format of the form is a little different. Please bear with us as we transition to a more efficient ordering process.

Here are some new features to be aware of:

- Assure you are entering the correct location for shipment of all orders, there is a field for entering an alternate delivery address when applicable
- The items are packaged by **Unit of Issue** so you are not always ordering one single item when you place an order. Please pay special

attention to the **Unit of Issue** when placing an order

- There are more features still to come
- If you have any questions about the units of issue listed, what you are ordering, or any other concerns about the online form, please contact Ron Hucke at hucker@azdhs.com

THIS MONTH'S TOPIC:

BREASTFEEDING



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Food Package for Exclusively Breastfeeding Moms



EXCLUSIVELY BREASTFEEDING MOM & INFANT
A full year of benefits for mom and baby.

*Exclusively Nursing (EN) moms will receive breastfeeding support, nutrition education, and the most food for the entire 12 months postpartum.

**Partially Nursing (PN) moms will receive breastfeeding support, nutrition education, and a

smaller food package for the entire 12 months postpartum.

***Partially Nursing Plus (PN+) moms are breastfeeding an infant 6 months or older and receiving 5 or more cans of formula for their baby. They will no longer receive food benefits. They will receive breastfeeding support, nutrition education, and still count as a participant.

	Exclusively Nursing (EN)*	Partially Nursing (PN)**	Partially Nursing Plus (PN+)***
Milk (gallons)	5	4½	0
Cheese (pounds)	2	1	0
Eggs (dozen)	2	1	0
Juice (ounces)	144	144	0
Cereal (ounces)	36	36	0
Whole Grains (pounds)	1	1	0
Dry Beans and/or Peanut Butter	1 lb and 18 oz.	1 lb or 18 oz.	0
Canned Fish	Up to 30 oz.	0	0
Fruit and Vegetable Voucher	\$10	\$8	0

The Scoop on Becoming an IBCLC

Interested in becoming an IBCLC? Here's the Scoop...

IBCLC stands for International Board-Certified Lactation Consultant. The IBCLC is the internationally recognized credential for lactation support. An IBCLC has taken and passed a rigorous exam. Prior to taking the exam, she completed thousands of hours working with breastfeeding mothers and babies and has taken many hours of classroom education related to breastfeeding.

After all that, she can use the acronym IBCLC behind her name for five years. After that, she must recertify by taking continuing education or re-taking the exam.

The IBCLC, the board who administers the exam each year, recently simplified the requirements to take the exam. For most WIC staff, Pathway 1 is the way to qualify to take the exam.

Pathway 1 consists of:

- 1,000 hours minimum of clinical lactation experience

- 45 hour minimum of lactation education

All requirements must be completed within the last 5 years.

If 25% of your time at work is spent helping with breastfeeding, you would accumulate the minimum 1000 hours in about 2 years. If you have taken the CLC, CBC, or CLE courses you have 45 hours of breastfeeding education.

If you are interested in taking the exam next year, please discuss possibilities with your supervisor. If you think the exam is right for you, send an email to Christia.Bridges-Jones@azdhs.gov.



How the Client Benefits from New Breastfeeding Categories

Exclusive Breastfeeding from 0-1 Month of Age:

Not giving formula to breastfed babies in the first month helps protect the breastfeeding mother's milk supply. The mother's growing milk supply develops in response to the amount of milk removed from the breast. Giving formula instead of breastmilk reduces the amount of milk the baby takes from the breast. If there is less demand for the milk, the breasts will make less milk. WIC will not provide formula to breastfed babies, without a comprehensive assessment by the local agency designated breastfeeding authority, to help moms be successful at reaching their breastfeeding goal.

To make the process as smooth as possible for both you and the client, it is important that you assess the clients needs/desires for formula before choosing the category. Changing the category after the health assessment may result in duplication of some screens.

Overview of the new infant categories related to infant formula in the new food packages:

	IPN	IPN+
1 month—3 months	1—4 cans	5—9 cans
4—5 months	1—5 cans	6—10 cans
6—11 months	1—4 cans	5—7 cans

Overview of the breastfeeding dyad as related to the new categories:

Age of the Infant	# Cans of Formula	Infant Category	Mother Category	# Cans of Formula	Infant Category	Mother Category
1 month—3 months	1—4	IPN	PN	5—9	IPN+	PN
4—5 months	1—5	IPN	PN	6—10	IPN+	PN
6—11 months	1—4	IPN	PN	5—7	IPN+	PN+

The amount of food benefits the client receives is directly related to the amount of formula that she receives. Always talk to the mother about her breastfeeding situation so her package can be adjusted up or down.

Manual Tailoring:

Policy:

All IPN/IPN+ food packages will contain the maximum number of cans of formula based on the infants age and their current category. It is the responsibility of the WIC staff member to manually reduce the checks to meet the actual needs of the infant.

Each local agency will need to look at the logistics of their clinics regarding how manual tailoring will be handled and documented. This

will aid in the efficiency of the clinic as well as the confidence of the client.



Other Hot Breastfeeding Topics

Vitamin D and Breastfeeding:

Vitamin D is a fat-soluble vitamin found in very few foods. Vitamin D is added to foods to supplement the amounts naturally present. Humans typically have produced enough Vitamin D from exposure to the sun. Changes in lifestyle, such as use of sunscreen, sun avoidance, and sun-protective clothing have made Vitamin D deficiency a common occurrence. Darker skin tones also produce less Vitamin D.

Vitamin D is necessary to build strong bones. Research suggests it is also protective against colon, prostate, and breast cancers.

“Breastfeeding is the best source of nutrition for infants. However, because of vitamin D deficiencies in the maternal diet, which affect the vitamin D in a mother’s milk, it is important that breastfed infants receive supplements of vitamin D,” said Carol Wagner, MD, FAAP, member of the AAP Section on Breastfeeding Executive Committee. “Until it is determined what the vitamin D requirements of the lactating mother-infant dyad are, we must ensure that the breastfeeding infant receives an adequate supply of vitamin D through a supplement of 400 IU per day.”

The new recommendations include:

- Breastfed and partially breastfed infants should be supplemented with 400 IU a day of vitamin D beginning in the first few days of life.
- All non-breastfed infants, as well as older children, who are consuming less than one quart per day of vitamin D-fortified formula or milk, should receive a vitamin D supplement of 400 IU a day.
- Adolescents who do not obtain 400 IU of vitamin D per day through foods should receive a supplement containing that amount.

Children with increased risk of vitamin D deficiency, such as those taking certain medications, may need higher doses of vitamin D.

Pregnant and postpartum women need Vitamin D, as well. WIC foods that contain vitamin D include canned salmon, tuna, milk, egg, cheese, and some cereals.

For more information go to <http://www.aap.org/family/vitdpatients.htm>

May/ June Regional Trainings for Local Agency Staff

Many of you have already attended and completed your VENA competency and Civil Rights Training for this year thanks to the great work of the Arizona WIC Training Team. We have said goodbye to training manager Megan McNamee who has gone on to pursue other ventures, but the hard work of her and her team was witnessed by all of you in these recent trainings.

The regional trainings, which concluded in mid-June, provided training to **443 employees**, which is more than 95 percent of all staff. This included state staff, as well as Local Agency and clinic staff. The few who could not make it will complete their training via online courses.

All participants spent 12 hours in training which means our Training Team provided more than 5,300 contact hours!

The trainings covered a variety of topics and exercises including:

- New food list items that clients can/cannot buy
- Changes highlighted by category
- Policy highlights
- Food package tailoring options
- AIM changes

- Emphasized breastfeeding and nutrition education importance
- Viewed rough version of new food package commercial
- Reviewed THTM materials
- Reviewed cultural competency importance, which served as civil rights training requirement
- Received copies of new food package promotional materials like table tents, reusable grocery bag, and breastfeeding poster
- Food demos featuring tofu and brown rice, two items that will be available to customers in the new food packages
- And much, much more



Many of you were interested in being able to download or view the presentations provided in these regional trainings. Once the less than 5 percent of staff who were unable to make it to the in person trainings have made up their hours, we will make those materials available for you on our web site.

Please look for this info coming soon to www.azwic.gov



Highlighting the best of the best in Arizona WIC

Food Package Frontrunner - Mountain Park Halley Rust—WIC Star

Halley Rust, a Nutritionist at Mountain Park Health Center, created a wonderful, colorful, and inviting bulletin board for the lobby of Mountain Park Health Center, Gilbert Clinic, to help inform clients of the new food package changes. Halley does medium risk counseling and she and other counselors at the clinic are able to talk to their clients about the changes and then point them to the bulletin board for a great visual aid to better understand all these changes.

The bulletin board has gotten great feedback from clients, Mountain Park staff, as well as other clinics and has inspired some to strive to create their own versions for their lobbies. Halley is truly a WIC Star and we appreciate her hard work and creativity in helping clients become familiar with all the upcoming changes.

It has also helped to get clients excited about all the great changes to come to the food packages. Way to go Halley!



Congrats to Kristina Strom, RD



Congratulations are in order for Kristina Strom from Mountain Park Health Center who recently passed her Registered Dietitian exam and is now officially a certified RD!

Her clinic and co-workers are very proud of Kristina's achievements and know her expertise will come in very handy at the Health Center.

Kristina worked for WIC before going on to get her RD, and she isn't the only one who has followed this path.

Continuing your education while employed by WIC:

Many WIC staff work toward achieving this certification while employed for WIC and serving WIC clients. Many agencies provide support whether it be in tuition reimbursement, flexible schedules and work hours. WIC supports employees continuing their education and are appreciative when those students continue to provide quality service to the WIC population in Arizona.

Coming Next Month...

- The next **Nutrition Programs Face-to-Face** will be held Tuesday July 14 and Wednesday July 15 at AzDHS (1740 building, room 005). Upcoming food package implementation will be discussed
- LATCH-AZ** will be July 14, 1 p.m. to 4 p.m. at Banner Desert Medical Center in Mesa and July 15, 8:30 a.m. to 11:30 a.m. at University Medical Center in Tucson.
- Lenore Goldfarb will present on re-establishing milk supply.
- The next **Nutrition Programs iLink** (web conference) will be August 13, 9:30 a.m. to Noon
- Remember the new food package checks, ID folders, and packages will be issued beginning August 1 for use in October, to the beginning of the transition will be discussed soon
- New food packages begin October 1!
- The **next newsletter** will be out the first Friday in August. The topic will be infant feeding and will include fun facts, trivia, recipes, and important info related to infant formula and baby food.