



Michigan WIC
CPA Training: Breastfeeding

What will we cover today?

- **Breastfeeding Benefits**
- Data and Statistics
- Policies
- Management Evaluations (ME)
- Documentation in MI-WIC
- Role of the CPA in promotion of exclusive breastfeeding
- Food Packages
- Website

Why is it important to support breastfeeding?



Healthier baby



Healthier parent



Healthier community

Healthier baby

- 50% decrease in ear infections
- 64% decrease in gastroenteritis
- 58% decrease in necrotizing enterocolitis
- 72% decrease in lower respiratory tract infections
- 32% decrease in atopic dermatitis
- 73% decrease in sleep-related deaths (SIDS)
- 27% decrease in childhood asthma
- 20% decrease in ALL (acute lymphocytic leukemia) and 15% decrease in AML (acute myelogenous leukemia)
- 25% decrease in Type I diabetes

Healthier baby

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- 25% decrease in Type I diabetes

Healthier parent

- 44% decrease in myocardial infarction
- 4.3% decrease in breast cancer for every year of breastfeeding
- 44% decrease in premenopausal ovarian cancer
- 47% decrease in Type 2 diabetes
- 22% decrease in hypertension

Healthier parent

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- 4.3% decrease in breast cancer for every year of breastfeeding
- 44% decrease in premenopausal ovarian cancer
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Where can you find [breastfeeding data](#)?

WIC-Specific Data

- [2022 Breastfeeding Data Report](#)
- [Guidance for Michigan WIC Breastfeeding Data](#)
- Breastfeeding Rate and Duration Ad-Hoc [Reports](#)
- Pregnancy Nutrition Surveillance System ([PNSS](#)) for breastfeeding initiation of WIC mothers.
- Pediatric Nutrition Surveillance System ([PedNSS](#)) for breastfeeding initiation, duration and exclusivity for WIC infants.
- [Breastfeeding Addendum Report 2021](#) Initiation, duration and exclusivity by race- ethnicity and local agency.”
- [USDA WIC Breastfeeding Data Local Agency Reports](#)

Non-WIC Breastfeeding Data

- Michigan Pregnancy Risk Assessment Monitoring System ([PRAMS](#))
- Michigan Department of Health and Human Services (MDHHS) Maternal Child Health Epidemiology [Reports](#)
- Michigan Maternity Practices in Infant Nutrition and Care (mPINC) [2022 Report](#)
- Centers for Disease Control (CDC) [Breastfeeding Report Card 2020](#)
- Centers for Disease Control (CDC) [Breastfeeding Rates](#) (for children born in 2012-2019) from National Immunization Survey (NIS)
- [USBC State & Territory Breastfeeding Reports](#)

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Breastfeeding Policies

- **4.01 Local Agency Breastfeeding Responsibilities and Staff Roles**
- **4.02 Client Breastfeeding Education**
- **4.03 Contraindications or Modifications to Breastfeeding**
- **4.04 Breastfeeding Equipment Ordering, Inventory, Retrieval, and Maintenance**
- **4.05 Breastfeeding Equipment Issuance and Documentation**
- **4.06 Specialty Feeding Equipment**

Key Take-Aways from Breastfeeding Policies

4.01: Local Agency BF Responsibilities and Staff Roles

- All staff need to encourage, educate, and support clients in their breastfeeding decisions.
- All staff needs to be trained = policies & program goals, training requirements, breast pump issuance.
- Clinic environment = materials, posters, welcome to breastfeed anywhere.



Key Take-Aways from Breastfeeding Policies cont'd

4.02: Client BF Education

- Respect a client's informed decision for feeding their infant.
- Make referrals, minimize supplementation, refer to the PC, offer classes and support groups.
- Pay attention to timing of required contacts.
- [Guidance](#) to help with compliance with this policy.

Key Take-Aways from Breastfeeding Policies cont'd

4.03: Contraindications or Modifications to Breastfeeding

- Not advisable with infant galactosemia or lactating client infected with human T-cell lymphotropic virus.
- Families must be counseled to TEMPORARILY CEASE breast/chestfeeding or providing expressed human milk with 9 different conditions and not feed directly at the breast/chest with 3 different conditions.
- New standards on infant feeding for clients living with HIV.
- Guidance on maternal substance misuse and blood lead levels.

Key Take-Aways from Breastfeeding Policies cont'd

4.04: Breastfeeding Equipment Ordering, Inventory, Retrieval, and Maintenance

- Requirement to perform a quarterly physical inventory of all breast pumps and attachment kits.

4.05: Breastfeeding Equipment Issuance and Documentation

- All clients issued a breast pump must be followed up in 2 business days.

4.06: Specialty Feeding Equipment



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Management Evaluations: Breastfeeding Focus

Top Issues

1. Clients not receiving follow-up within 48 hours after receiving a pump. (16/22)
2. Not contacting client within 1-2 business days after notification of a baby's birth and the family's intention to breastfeed. (5/22)
3. Pump documentation
 - a) Breast pump issued without release form 3/22
 - b) Breast pump returned without receipt signed 3/22
 - c) Breast pumps not followed monthly 3/22

Preparation for ME: Breastfeeding Specific [help document](#)

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Screens for Pregnant and Postpartum Clients

BF Info | **BF Assessment** | BF Support | BF Aids

Prenatal - PG:

Hx 1. Have you ever breastfed or pumped breast milk to feed any of your children?*: Yes No

Hx 2. Are you currently breastfeeding or pumping breast milk?*: Yes No

Hx a. Is the baby less than one year old?*: Yes No Infant Id:

Hx b. Are you breastfeeding or pumping milk for more than one child?*: Yes No

From same pregnancy (multiples)?

From different pregnancies?

Hx 3. Did you breastfeed as long as you desired?*: Yes No

Hx a. Why?:

Hx 5. How are you thinking about feeding your baby?:

I want to nurse my baby from the breast I want to provide both formula and breastmilk

I want to pump and nurse from the breast I don't want to breastfeed

I want to pump only I don't know

Other

Hx a. What is your breastfeeding goal?*:

Hx 6. Are you interested in receiving more information about breastfeeding?: Yes No

1 2 Save Cancel Close Continue

Question 1 only displayed if client answers 'Yes' to pregnant before this pregnancy.

Questions 2 and 3 only displayed if client answers 'Yes' to question 1.

Question 3a only displayed if client answers 'No' to question 3.

Question 5a only displayed if client indicated breastfeeding/pumping in question 5.

Question 6 to be asked for all PG clients). Result: Bold BF PC Referral and pull info into BF and Nutrition Education screens

Postpartum - NPP

6. Did you ever breastfeed or pump breast milk to feed your new baby, even for a short period of time? Yes No

7. Had you planned on breastfeeding? Yes No

a. Can you tell me what caused you to stop breastfeeding?

8. Would you like help with breastfeeding? Yes No

Postpartum - BE/BP

9. Are you currently breastfeeding or pumping breast milk for a child from a previous pregnancy? Yes No

a. Is the baby less than one year old? Yes No

b. Are you breastfeeding or pumping milk for more than one child (multiples)? Yes No

10. What is your breastfeeding goal?

Question 7a will only display if 7 is 'Yes'.

Question 9a and b will only display if 9 is 'Yes'.

BF Info

BF Assessment

BF Support

BF Aids

Women

Hx 1. Are you worried about being able to breastfeed because of any medical conditions or medications: (If any of these boxes are checked, provide anticipatory guidance and a referral to CLS/CLC/ IBCLC)

- Breast Surgery/Trauma
- HypoThyroidism
- Diabetes
- PCOS
- Medications
- Depression
- HIV (Do NOT ask. Only check if voluntarily shared by client)
- No Concerns
- Other

Hx 2. Tell me how breastfeeding is going*

Question 2 will be disabled for PG clients.

Some possible questions to ask include:

- Any breast or nipple issues?
- How is your support system?
- Any concerns about returning to work or school?
- Any concerns about milk supply?
- Any questions regarding medications or substance use while breastfeeding?
- Any concerns or questions about breastfeeding aids?

These questions are CCS helps. Please don't ask client all these questions.



Screens for Infants

BF Info

BF Assessment

BF Support

Hx 1. Was this child ever breastfed or fed breast milk, even for a short period of time?*

Yes No Unknown

Hx 2. Is this child currently breastfed or fed breast milk?*

Yes No

Hx 3. Was this child given any formula in the hospital?*

Yes No Unknown

Hx Is this child being fed anything other than breast milk?

Yes No

Hx 4. How old was this child when he/she was first fed something other than breast milk? (i.e., formula, water, infant cereal, etc.)

Months: Weeks: Days: Unknown

Hx 5. How old was this child when he/she completely stopped breastfeeding or being fed breast milk?:

Months: Weeks: Days: Unknown

Reason Breastfeeding Ended:

select...

Notes:

All infants will be led to this screen until Question #2 is "no" and Question #5 has been completed.

Hx 1. Was this child ever breastfed or fed breast milk, even for a short period of time?*

Yes No Unknown

Hx 2. Is this child currently breastfed or fed breast milk?*

Yes No

Hx 3. Was this child given any formula in the hospital?*

Yes No Unknown

Hx Is this child being fed anything other than breast milk?

Yes No

Hx 4. How old was this child when he/she was first fed something other than breast milk? (i.e., formula, water, infant cereal, etc.)

Months:
Age:

Weeks:

Days:

Unknown

Hx 5. How old was this child when he/she completely stopped breastfeeding or being fed breast milk?:

Months:
Age:

Weeks:

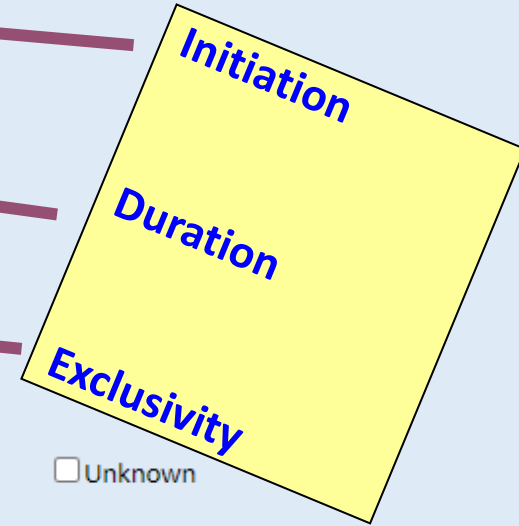
Days:

Unknown

Reason Breastfeeding Ended:

select...

Notes:



Infant-**1. What are some of the things you look for when trying to decide if your baby is getting enough to eat?****Assess for (check if risk applies)**

- Not looking for hunger or full cues
- Less than 4 dirty diapers per day (if child is 4 days - 2 months)
- Less than 6 wet diapers per day
- Less than 8 feedings per day (if child is less than 2 months old)
- If breastfeeding, baby has a weak or ineffective suck
- If breastfeeding, baby has difficulty latching
- Baby not satisfied after eating
- No concerns

This question will be asked on the Infant Feeding Screens and the answer will be shown here. You can't answer the question on the BF Assessment screen.

Contact History

Date*	Provider*	Provl... Init	Method*	Contact Made	Topic/No Contact*	Populate to NE	Call Back Date	Achieved Date	Eval	Link Child
04/13/20...	CYRULM	mlc	Individual	<input checked="" type="checkbox"/>	Breastfeeding: Basics	<input checked="" type="checkbox"/>				

Add

Remove

Breastfeeding Notes

Date*	Staff*	P.C. SUPPORT*	Note*
02/23/2022	CYRULM	No	Lactation Education We tried different options for virtual trainings. Which do you think worked best? Answer Choices Responses...

Add

Remove

Save

Cancel

Close


Next

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Time for a self-assessment:
What is your comfort level in discussing breastfeeding?



How can you
increase your
breastfeeding
knowledge
and skills?



Attend **Breastfeeding Basics** within one year of hire



Watch **Great Lakes Breastfeeding Webinars** Access at MiBreastfeeding.org. Provides contact hours for nurses, social workers, dietitians and IBCLC/CLC.

Take advantage of our advanced
breastfeeding training options:

- LCE (lactation counselor educator)
- Book Clubs
- Advanced Clinical Skills



Watch one-hour [Coffective overview video](#)
CPAs required to complete within 1 year of hire.



How can you
support
breastfeeding
in your clinic?



Know which breastfeeding education materials are available.

[Breastfeeding for Staff \(michigan.gov\)](https://michigan.gov)



Create a clinic environment that supports breastfeeding families





L.O.V.E.

07/18/2024

- Listen
- Observe
- Validate
- Empower

WIC Breastfeeding Support Services

CPAs

- Assess, provide support and refer

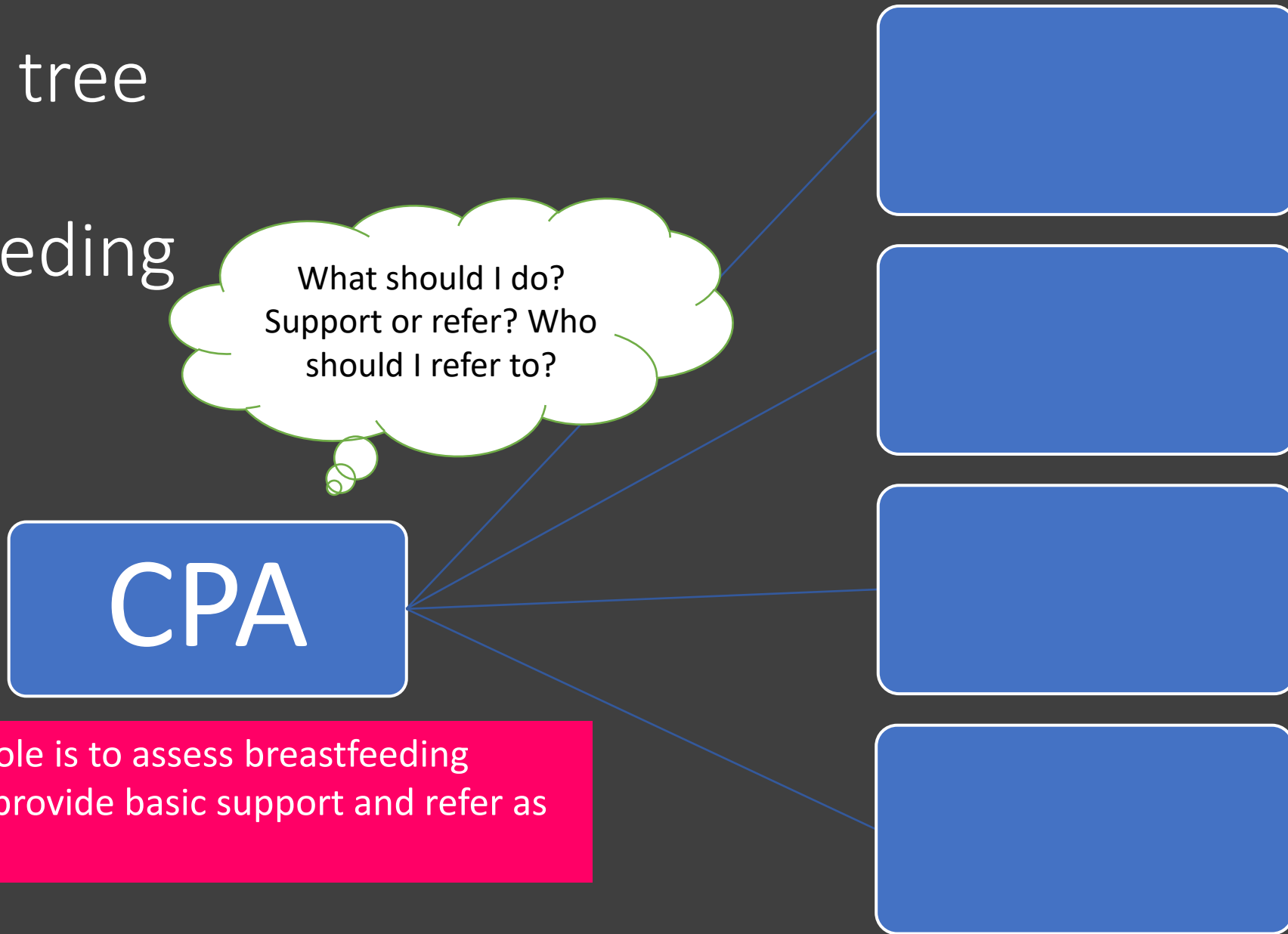
PEER COUNSELORS

- Role model for breastfeeding
- Gives parent-to-parent support
- Provide BF support within their scope of practice

BF CREDENTIALLED STAFF (CLS, CLC, IBC, LCE, IBCLC) can provide further assistance for WIC families

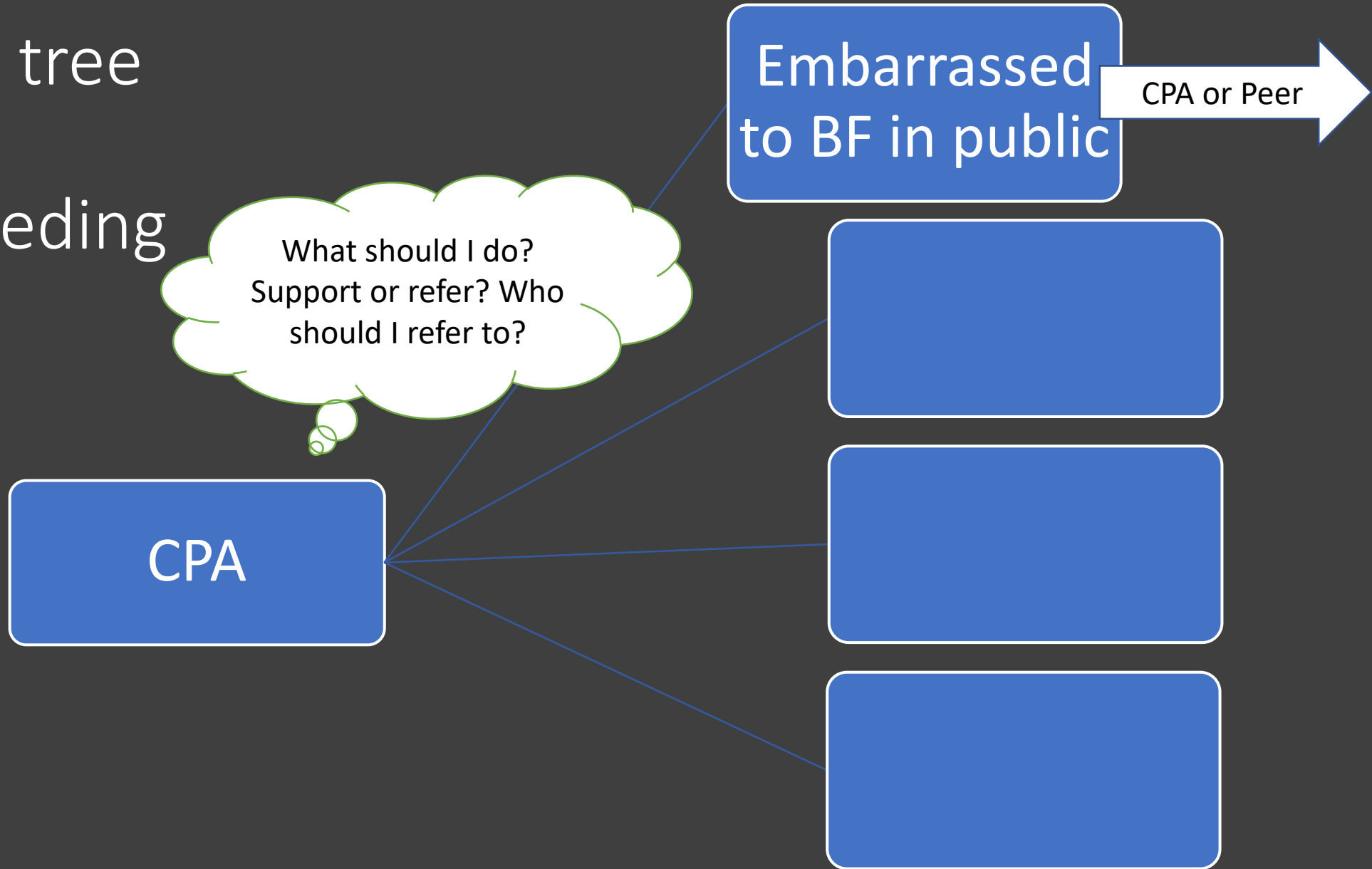


Referral decision tree for breastfeeding support

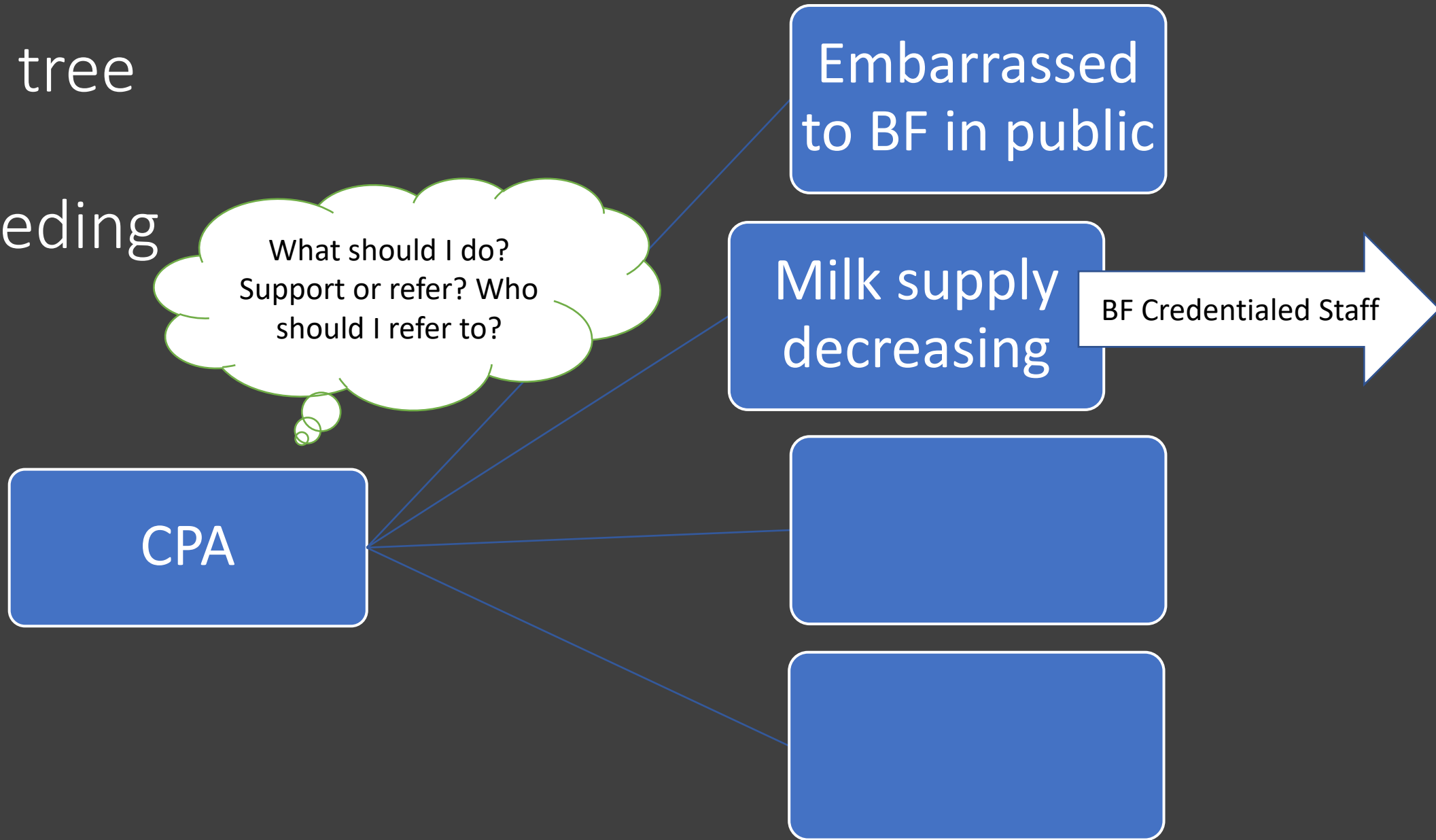


The CPA's role is to assess breastfeeding problems, provide basic support and refer as necessary.

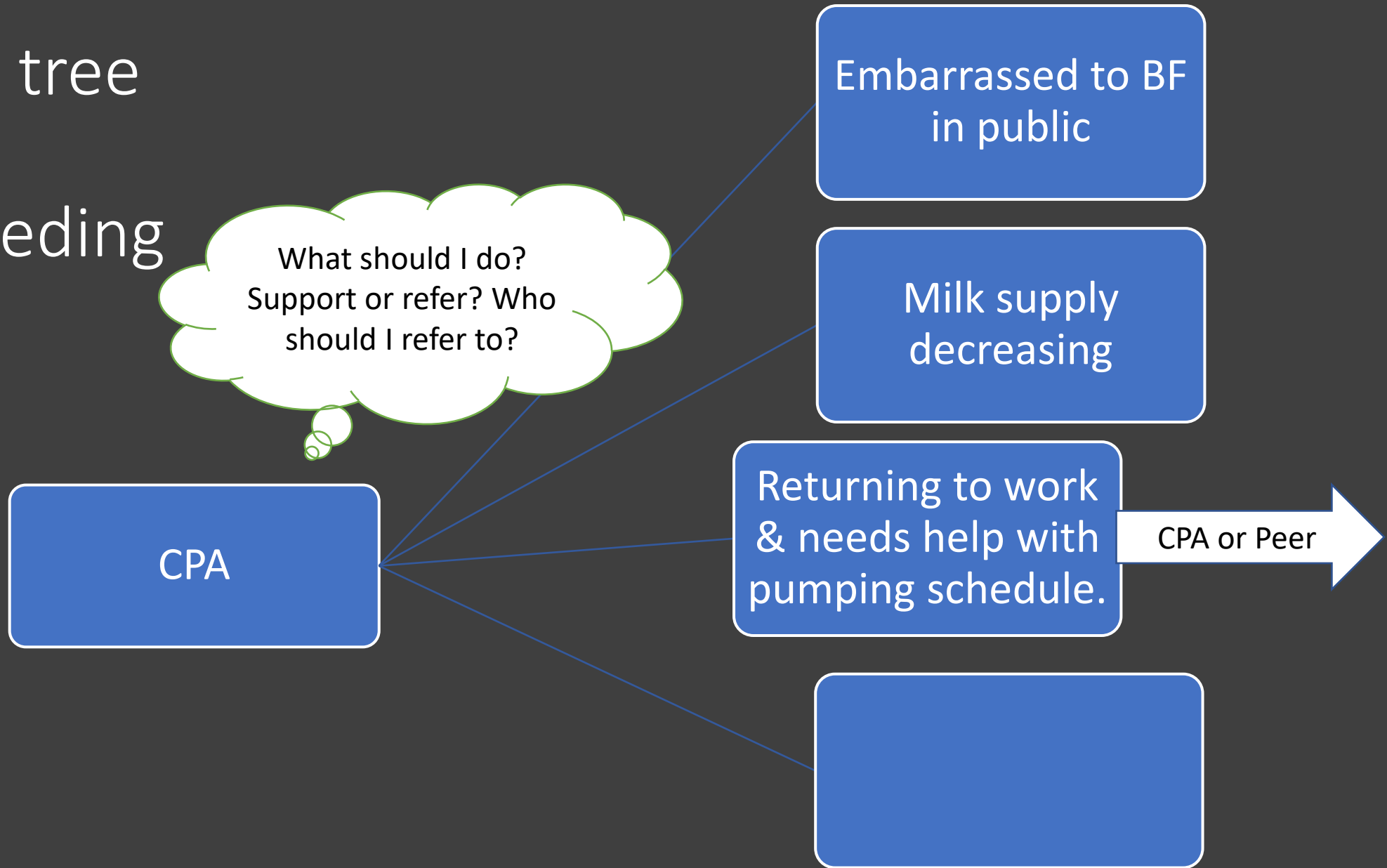
Referral decision tree for breastfeeding support



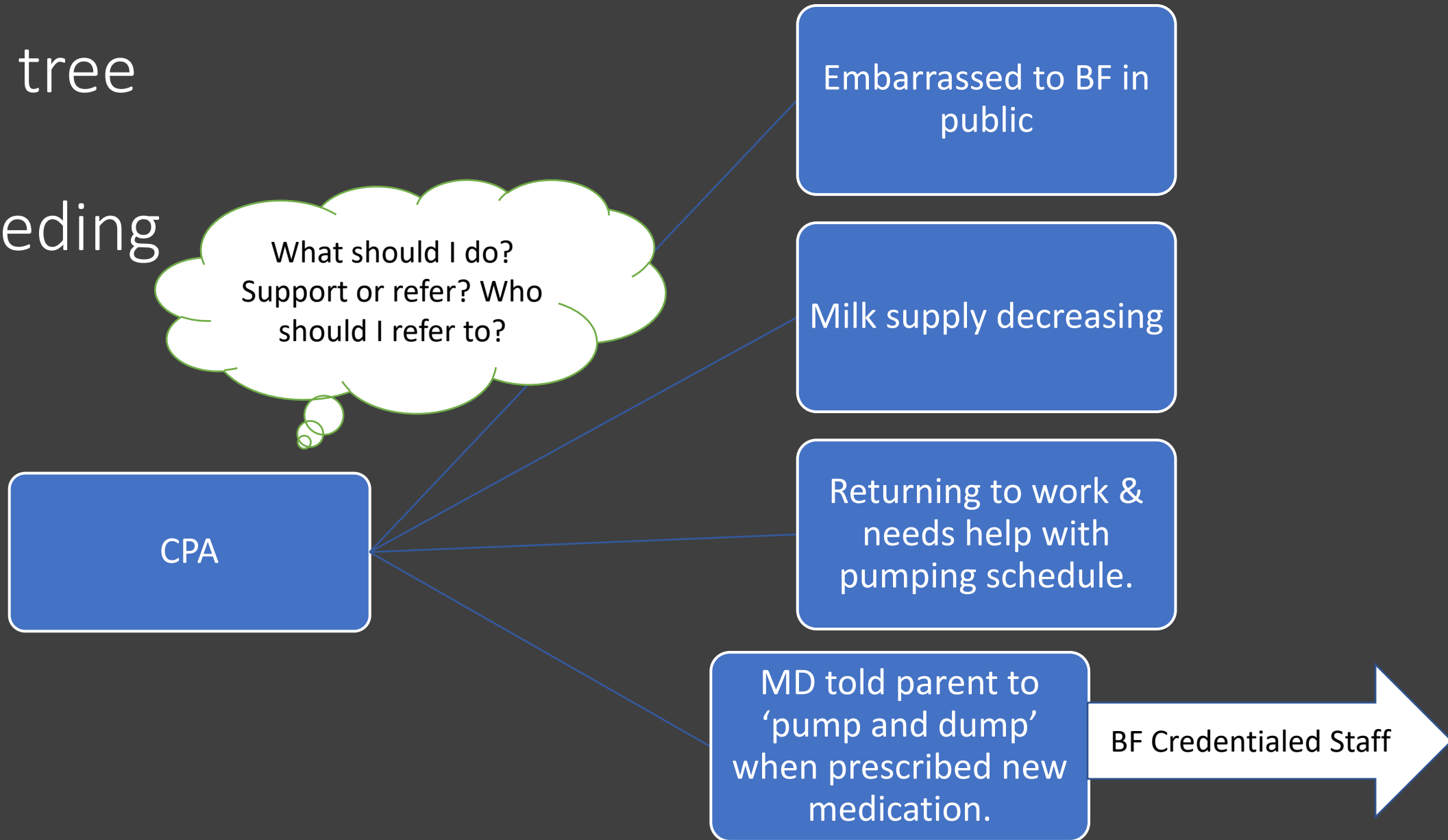
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Assessing for food packages:

Michigan's [Breastfeeding Food Package PPT](#)

- A partially BF infant (IBP) can only receive 1 can of formula in the 1st month so if they want more than that they must be categorized as a formula fed infant (IFF).
- After the 2nd month, they can be changed back to an IBP. We have also made a recent system update to capture if a formula-fed infant is receiving any breast milk to help with our statistics.

File Scheduler Certification Benefits Miscellaneous Reports Help Mes

---8.3, iff (IFF) * 301 928 99

BF Info BF Assessment

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There are 3 places on the [WIC website](#) to find breastfeeding information:

- [Breastfeeding for Managers and Coordinators](#)
- [BF for Staff](#)
- [Breast/Chestfeeding for Families](#)



State WIC Breastfeeding Team



Marji Cyrul, MPH, RD, CLS
WIC State Breastfeeding Coordinator
(517) 335-9836
CyrulM@Michigan.gov

Dionne Moore-Smith, MPH, RD, IBCLC
WIC Breastfeeding Peer Counselor Coordinator
(517) 335-9174
MooreSmithD@Michigan.gov

Hanna Thelen
WIC Breastfeeding/Nutrition Analyst
ThelenH1@Michigan.gov
(517) 335-8631