



Georgia Department of Public Health

Georgia WIC Breastfeeding Gold Standard

Presentation to: Healthy Mother's Healthy Babies

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We Protect Lives.









We Protect Lives.

Our Role in Breastfeeding

WIC Supports breastfeeding as the gold standard for infant feeding.

- Mom and baby's food packages assigned as a pair
- Exclusively breastfeeding mothers and infants receive food packages to support nutritional needs
- A limited amount of supplemental formula is issued to families not exclusively breastfeeding



HOW THE WIC PROGRAM Supports Breastfeeding

WIC provides nutrition and breastfeeding education, nutritious foods, and improved healthcare access for nearly 9 million at-risk low-income women, infants, and children.

WHY IT'S IMPORTANT TO SUPPORT BREASTFEEDING

BREASTFEEDING BENEFITS:



Mothers



REDUCES RISK OF:

- Breast cancer
- Ovarian cancer
- Type 2 diabetes
- Postpartum depression



Babies



REDUCES RISK OF:

- Obesity
- Lower respiratory infections
- Type 2 diabetes
- Asthma
- SIDS (sudden infant death syndrome)

HOW THE WIC PROGRAM Supports Breastfeeding

WIC provides nutrition and breastfeeding education, nutritious foods, and improved healthcare access for nearly 9 million at-risk low-income women, infants, and children.

HOW THE WIC PROGRAM HELPS

WIC promotes breastfeeding as the optimal infant feeding choice.

THE WIC PROGRAM PROVIDES

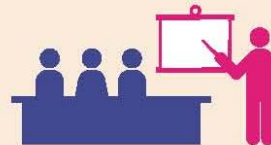
Breastfeeding Peer Counselors



Lactation Consultants



Classes & Support Groups



Educational Materials



Hotlines for Questions



BREASTFEEDING INITIATIVES

We Protect Lives.

Georgia WIC Breastfeeding Peer Counseling Program

- Georgia WIC has a peer counseling program in all 18 Public Health Districts



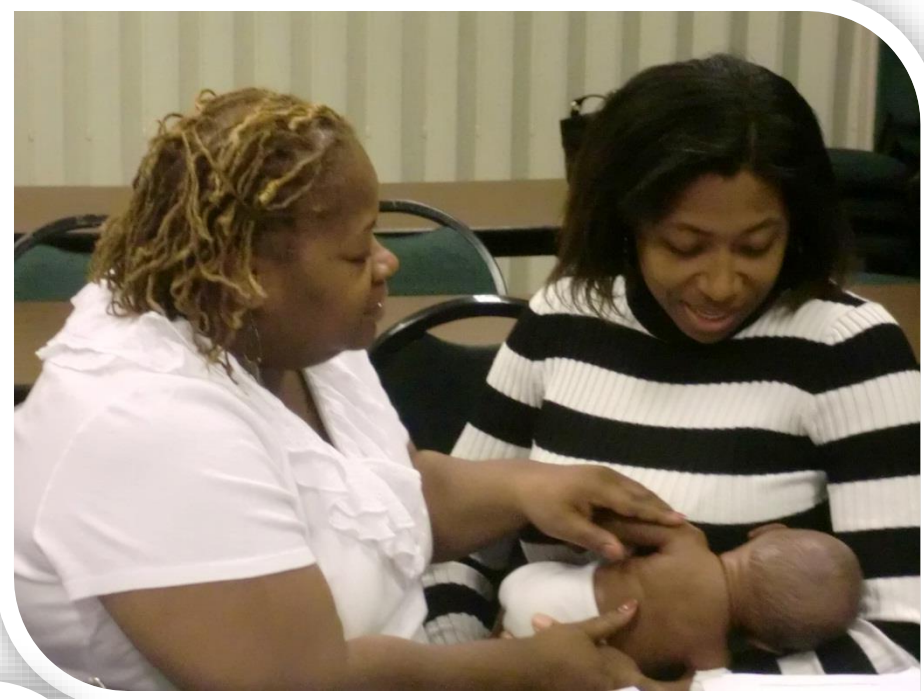
WIC Peer Counselor Trainings

- In WIC, peer counselors are recruited and hired from WIC's target population of low-income women.
- Peers are trained on mother-to-mother support in group settings and one-to-one counseling
- Services are provided through telephone calls or visits in the home, clinic, or hospital.



“The training provides an evidence-based foundation for the key instructional elements needed to train WIC peer counselors, the basic skills needed by successful WIC peer counselors, and strategies for providing appropriate breastfeeding education and support to WIC mothers.”

Macon



Rome



“Loving Support Model of Success includes adequate training and continuing education of peer counselors (including use of “Loving Support© through Peer Counseling: A Journey Together – For Peer Counselors” training curriculum).”

Waycross

Columbus





Valdosta

Augusta



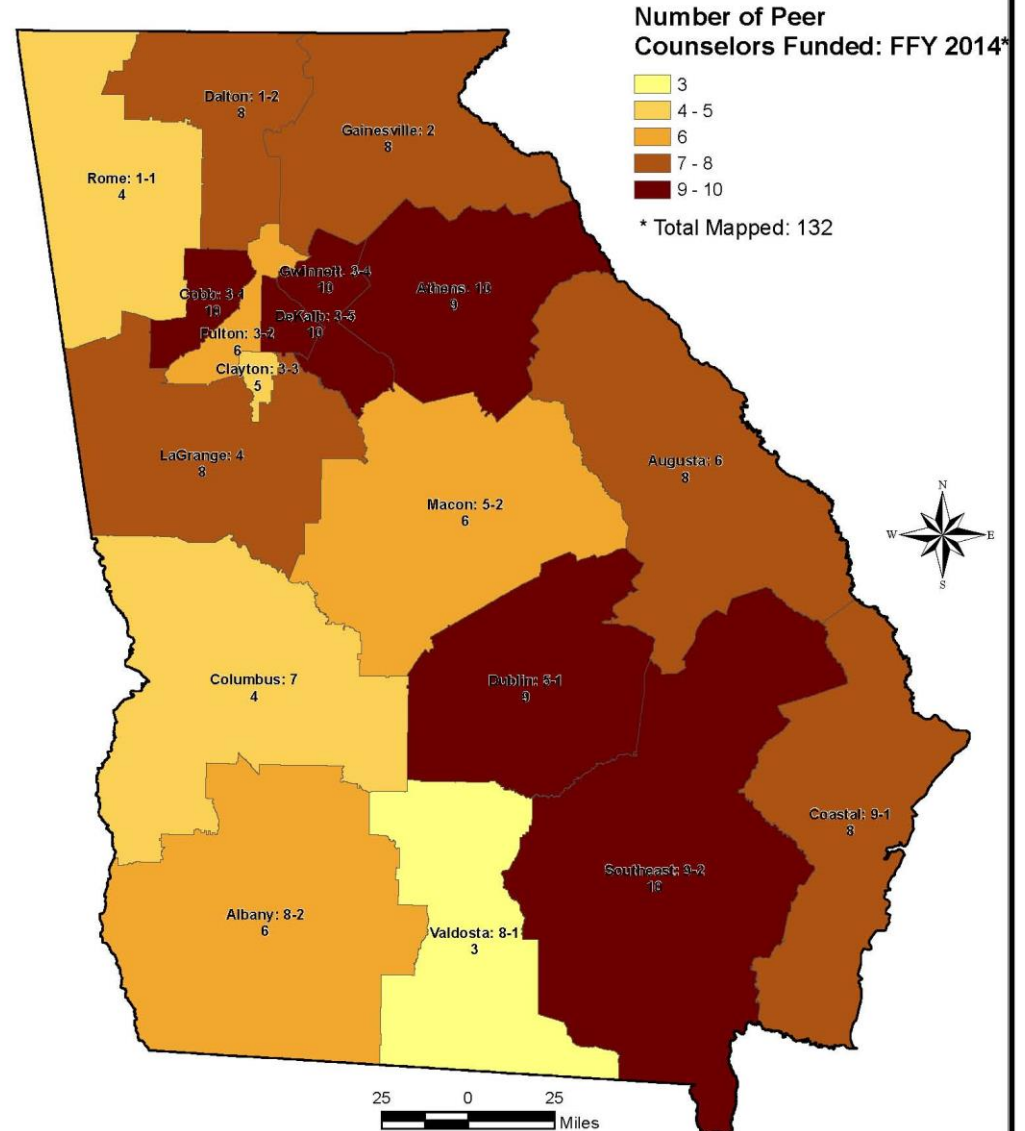
Gainesville

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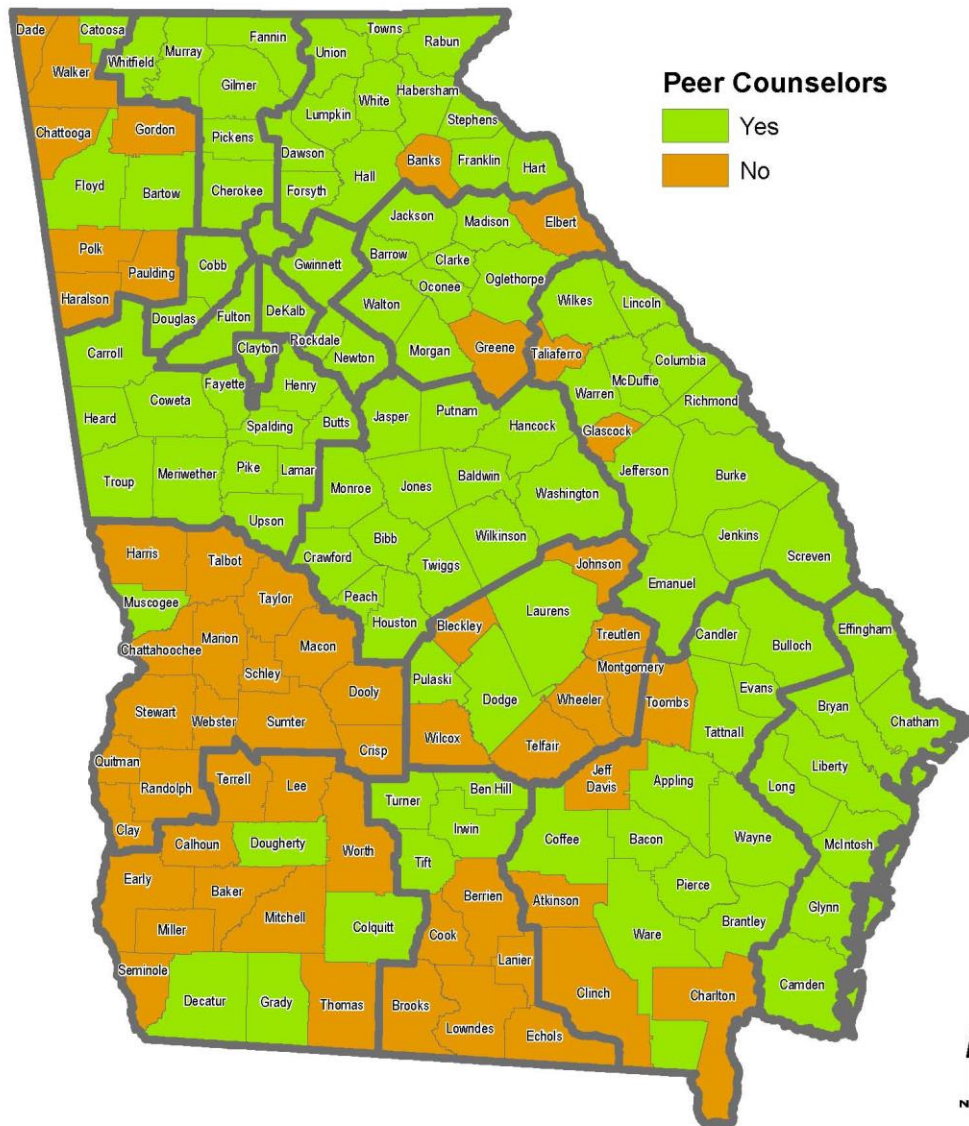
Georgia WIC Breastfeeding Peer Counseling Program

Number of Peer Counselors in Public Health Districts

District	Number of Peer Counselors
Rome: 1-1	4
Dalton: 1-2	8
Gainesville: 2	8
Cobb: 3-1	10
Fulton: 3-2	6
Clayton: 3-3	5
LaGrange: 4	8
Gwinnett: 3-4	10
DeKalb: 3-5	10
Dublin: 5-1	9
Macon: 5-2	6
Augusta: 6	8
Columbus: 7	4
Dublin: 8-1	9
Coastal: 9-1	8
Albany: 8-2	6
Valdosta: 8-1	3
Albany: 8-2	6
Valdosta: 8-1	3
Southeast: 9-2	10
Athens: 10	9
Grady WIC	1
STATE TOTAL	133



WIC Breastfeeding Peer Counselors, September 2014



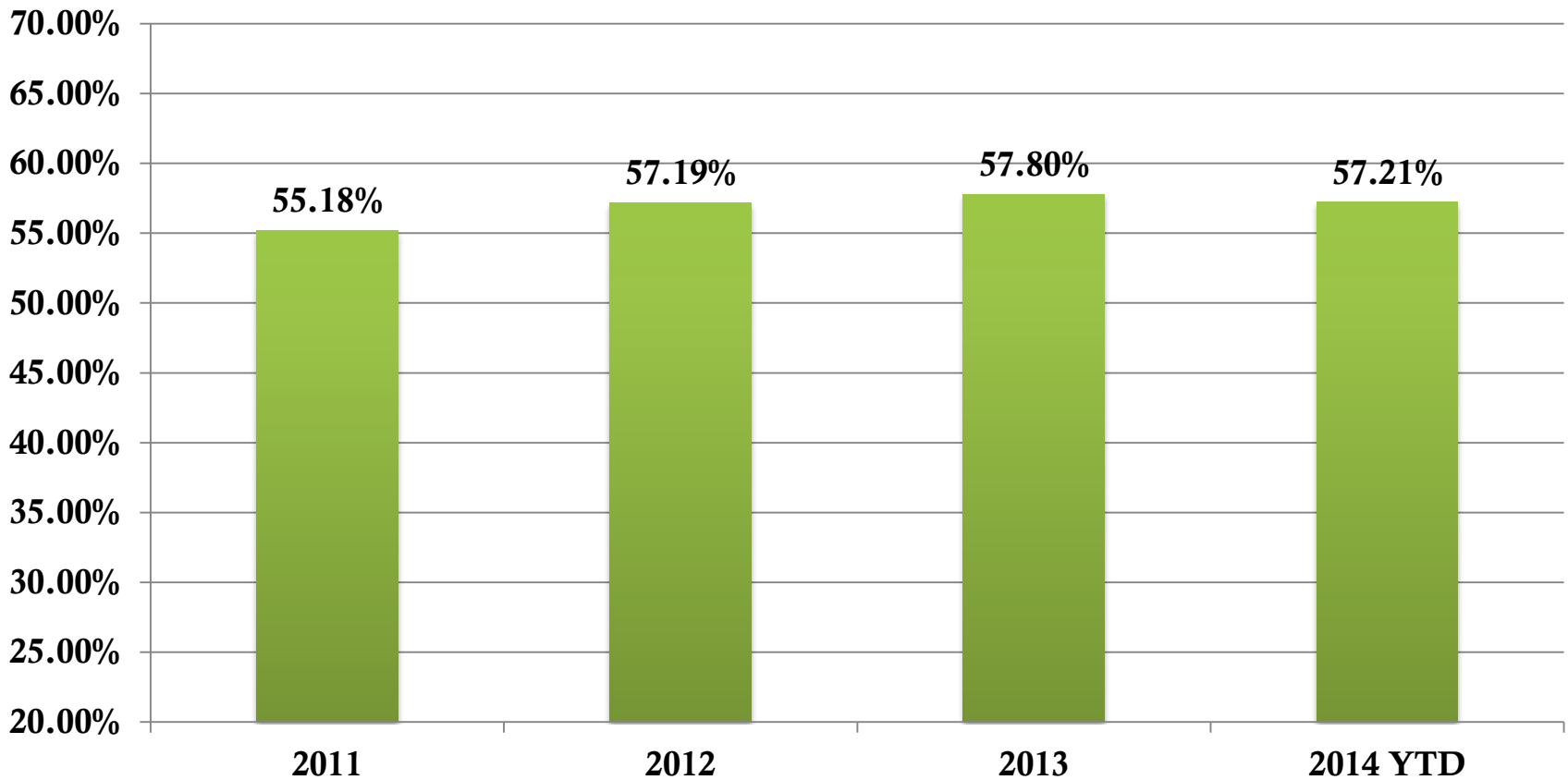
Peer Counselor Coverage?

- All 18 Health Districts and Grady Healthcare as a contracted agency have an active WIC Peer Counselor program.
- As of September 1, 2014; 65% of the states WIC clinics have WIC breastfeeding peer counselor support (127 of 196 clinics).

Georgia WIC

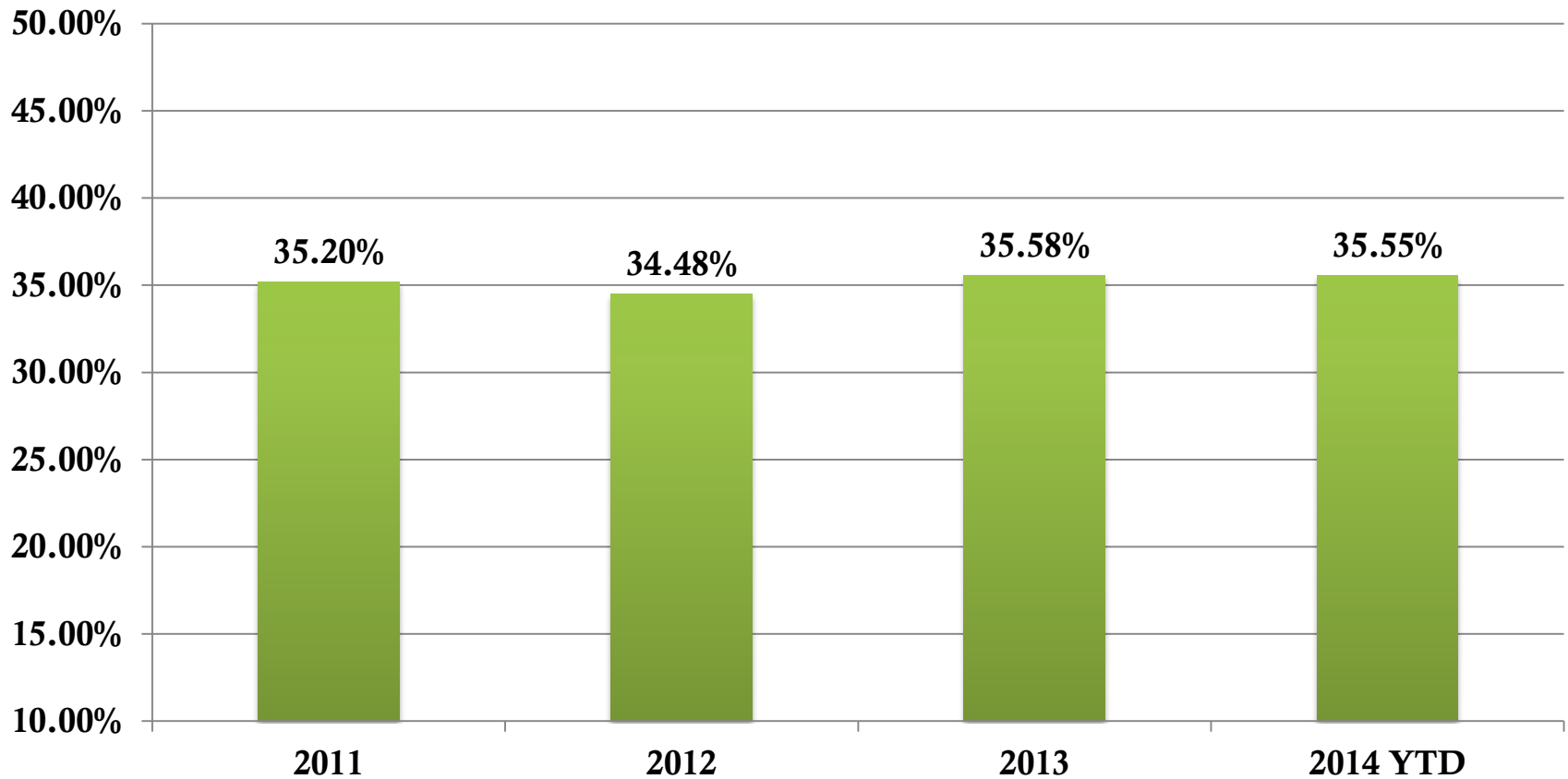
% of Infants Who Initiate Breastfeeding

Infants Who Initiate Breastfeeding



Georgia WIC Infants Breastfed at Least 6 Months

Breastfeeding Infants (Breastfed at least 6 Months)



Questions







Protect Lives.







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