

This next section is on breastfeeding support that is offered here at SPCC WIC.

WIC's infant feeding belief is that we start with breastfeeding as the normal way to feed infants. Our WIC nutritionists are trained and ready to help support participants breastfeeding experiences. They also provide prenatal counseling to help women prepare for breastfeeding and offer support and counseling once the baby is born to help overcome any challenges. As you can see from the slide we have a number of CLC's on staff who participants have access to free of charge as one of the benefits of the WIC program. We also have the designated breastfeeding expert, who is our breastfeeding coordinator. The breastfeeding coordinator works with participants who are experiencing challenges outside of the scope of practice of our nutritionists and can have more frequent contact with participants outside of the clinic environment. Contact information is on the screen so please if you know of a mom having issues, have her reach out to us and we can connect her with the breastfeeding coordinator.

Another benefit that is not listed on this slide that we've talked about previously is that fully breastfeeding moms get a larger food package to help support their nutrition needs while lactating and also fully breast fed babies get more foods at six months of age to help with their nutrition needs compared to infants receiving formula, infant meats for their increased iron needs. Another highlight is that woman who are not breastfeeding are only eligible for benefits until the infant turns 6 months old. As for women who are breastfeeding, regardless of the amount of breastfeeding happening, even if it's only once per day participants are able to access our WIC breastfeeding support services until the child is one. Women are eligible for a year of benefits and when breastfeeding is happening.

One of the most important tools in our breastfeeding education services for prenatal participants is the BAPT or breastfeeding attrition prediction tool survey which is offered to all prenatal women. They are given the opportunity to fill out the survey either prior to or at their initial certification. It is a quick survey that asks basic questions about infant feeding and helps us here at WIC identify specific areas to provide support to the participant. It focuses on breastfeeding knowledge, the social support they will have, and how to build confidence or the confidence that they already have in their ability to breastfeed. The BAPT tool also allows our nutritionists to offer counseling customized to each of the participant's appointments so we can offer information and resources that is the most relevant to each person.

The crown jewel of our breastfeeding support activities is our Breastfeeding Peer Counselor program. The Peer Counselor is an excellent breastfeeding resource. She's a mom who was or is currently on the WIC program or was on in the past. They're here to support participants by providing breast basic breastfeeding information and encouragement to prenatal or breastfeeding moms. It has been shown that having a peer counselor increases the duration of breastfeeding and helps moms feel more confident in their breastfeeding journey. Peer Counselors are available to all prenatal and breastfeeding participants to help guide new moms in their experience with breastfeeding. It is a voluntary program. Moms can volunteer to be connected or have the referral done to one of our breastfeeding peer counselors. We currently have three on staff. However, the peer counselors are limited to what services they can provide. They are not lactation professionals, that is not appear a true peer. A true peer is someone who is does that hold power or knowledge over someone. So peer counselors are great for specific questions, general support and encouragement. They're available outside of normal WIC clinic hours through phone or text. They have been trained to help with a variety of concerns. One of the

things that is so great about being available outside the clinic hours is that they can catch things when they're small and refer accordingly, as opposed to letting these problems build up before they become large problems. They are trained in their scope of practice so they do know when to refer back to one of the nutritionists or one of the lactation counselors here on staff. They can also refer to a health care provider.

One of the biggest parts of the WIC breastfeeding program outside of the peer counseling program is our breast pump program. So WIC does offer breast pumps when they're needed. Participants will have a pump assessment done with a nutritionist to decide which pump will be the best fit for their needs. We can also help guide participants through getting a pump through insurance. We do try to recommend what as a slide says, to get a pump through insurance, because we are limited to the pumps that we can offer. For women without an established milk supply, we are able to loan out hospital grade pumps until their supply is established. If they have not received their pump or cannot receive a pump from insurance, then we do offer a single user breast pump or manual pump depending on the situation. How frequently they're pumping, what the real need is after the milk supply is established.

I wanted to thank you for watching our presentation about the SPCC WIC services if you have any questions, please contact us using the contact information on the screen. We really look forward to hearing from you and continuing our partnership to ensure the health and wellbeing for our participants.