**WIC Breastfeeding Coordination Update**

**Annual LAWN & BFC Joint Meeting**

**August 31, 2021**

**World Breastfeeding Week and National WIC Breastfeeding Month Celebrations:** August is the designated month to celebrate and raise awareness about breastfeeding in WIC and around the world. Local agencies continue to be actively involved. Here are some examples: social media postings including videos developed by national WIC, participating in the global latch on event (Aug 6), and sending out thank you notes and children’s books about breastfeeding to parents. Thanks for all you do to promote, support, and protect breastfeeding!

**National WIC Breastfeeding Award:**

Congratulations Oregon WIC! We were 1 of 6 states to receive a national award for having the highest rates of fully breastfed infants. We’ve received this award several times through the years. National WIC limits how often states are awarded, for example, states can’t be awarded 2 years in a row.

**Oregon 2020 Breastfeeding Rates:**

These are average rates for the state. A report listing each county’s rates will be posted on the WIC webpage soon. A link will be sent.

% Initiating: 95

% Exclusively BF at 3 months: 42

% Exclusively BF at 6 months: 37

% Breastfeeding at 12 months: 28

**July BF/BFPC Quarterly Meeting Topics:**

-Breastfeeding terms and inclusive language. [Academy of Breastfeeding Medicine Position Statement and Guideline: Infant Feeding and Lactation-Related Language and Gender](https://www.liebertpub.com/doi/pdfplus/10.1089/bfm.2021.29188.abm)

-Impact of pandemic on breastfeeding. Some agencies expressed concern about hospitals not providing as much breastfeeding support compared with pre-pandemic. Others have observed increased breastfeeding. Megan Dunn, Linn County WIC Breastfeeding Coordinator is working with Oregon Washington Lactation Association to survey hospitals. Results will be shared in October.

**WIC Breastfeeding Peer Counseling (BFPC) Pilot – Extending the Reach**

State WIC is conducting a pilot with the goal of extending BFPC services to more participants across the state. The overarching aim of the pilot is to test if “sharing” BFPC staff especially the BFPC coordinator is feasible. Currently state WIC is working with Linn and Lincoln counties. Linn county has had a BFPC grant since 2010 and is serving as the host agency in this pilot.

**Level 3 Breastfeeding Training**

Exciting news! State WIC is offering to enroll WIC RDs into either a 45+ hour or 90-hour online lactation course. If you are interested in gaining the International Board Certified Lactation Consultant (IBCLC) credential or just want to gain lactation knowledge and skills contact Kelly Sibley at [kelly.e.sibley@dhsoha.state.or.us](mailto:kelly.e.sibley@dhsoha.state.or.us) for details about this learning opportunity.