

FEEDING OPTIONS IN THE 4TH TRIMESTER

August 22, 2023, Joint meeting of WIC Nutritionists and Breastfeeding
Coordinators

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OBJECTIVES

- Assess WIC's role in promoting and supporting breastfeeding during pregnancy, into the 4th trimester, and beyond
- Demonstrate how WIC professionals can work together to create an environment of support for a variety of infant feeding options
- Analyze WIC breastfeeding food packages in the first 30 days of life
- Introduce the NWA Secret Ingredient campaign
- Discuss techniques for strengthening WIC staff's assessment skills and pathways for referrals when additional breastfeeding support is needed

INTRODUCTION

- Our society does not make it easy for parents to breastfeed.
- Fortunately, WIC focuses on providing support to help the family meet their infant feeding goals through using participant centered skills, motivational interviewing (OARS)
- We trust that the caregiver knows what is best for their infant



2023 NATIONAL WIC BREASTFEEDING WEEK

Enabling Breastfeeding: Making a Difference for Working Parents

Workplace challenges remain the most common reason for women to never breastfeed or stop breastfeeding earlier than recommended.



Women need adequate time and support to breastfeed. Women with less than 3 months of maternity leave reported shorter breastfeeding duration than those with 3 or more months of leave.



The postnatal period: a critical time for women and newborns

When is it?

The postnatal period is defined here as the period beginning immediately after the birth of the baby and lasting up to six weeks (42 days) after birth.

Immediate
(first 24hrs)

Early
(day 2 to day 7)

Late
(day 8 to day 42)



Safa Manasra with her first child Asil in Shejaiya, Palestine, in 2014. © UNICEF/UNI176354/d'Aki

4TH TRIMESTER

- Critical six-week period of postpartum care for infants and parents
- Vulnerable time experienced by significant physiological, social and emotional changes
- WIC staff can help by addressing the participant's needs
 - Learning to feed and care for the baby
 - Coping strategies for lack of sleep, fatigue
 - Addressing nutrient depletion
 - Breastfeeding issues and referring to a breastfeeding expert
 - Referrals to support mental health, resolution of health conditions (gestational diabetes, hypertension, birthing complications, pelvic floor dysfunction, etc.)



BREASTFEEDING SELF-EFFICACY

An individual's degree of confidence in their ability to successfully breastfeed their child. Parents with a high degree of breastfeeding self-efficacy will expend more energy to overcome challenges, because they see themselves as capable of breastfeeding and are quite certain they can succeed.

BSE definition from Oregon WIC Policy 713



BREASTFEEDING MOMS RESPOND TO YOUR QUESTIONS ABOUT MOM'S EMOTIONAL WELLBEING



<https://wicbreastfeeding.fns.usda.gov/>

Moms want formula when breastfeeding seems hard because they don't know what else to ask for.

Asking probing questions first instead of telling moms "why" they should continue gets to the heart of the matter.

Listening to her concerns helps her explore her own feelings and makes my job easier.



BREASTFEEDING SUPPORT BEGINS WITH RESPECT AND NONJUDGEMENT

Getting to the heart of the matter

ANALYZING THE WIC FOOD PACKAGE IN THE FIRST MONTH OF LIFE

Offering formula during the 4th trimester

CHANGES COMING WITH OTIS

One can of formula option for breastfeeding infant under one month



What will change

- Breastfeeding infants less than one month of age may receive up to one can of formula.
- Continue to provide breastfeeding support during this month
- Re-evaluate the dyad at the end of the month to determine the appropriate

What is the same

- This is a new feature for Oregon WIC

WHAT IS YOUR REACTION TO THIS NEWS?



Relief -
1 can is another
resource for
families



Curious -
No strong
opinion



Discomfort -
worried that 1
can will impact
breastfeeding



Exasperated -
so many changes



Disappointment -
makes my job
harder

BUT WHAT ABOUT:
"NOTHING BUT
BREASTMILK FOR THE
FIRST SIX MONTHS"?





WIC'S PART IN THE CONTINUUM OF BREASTFEEDING SUPPORT

Offering WIC prenatal and postpartum breastfeeding individual or group sessions

Creating a Breastfeeding Community Resource List

Checking-in with the participant during the 4th Trimester

Providing advanced lactation support and follow up by a WIC Designated Breastfeeding Expert (DBE) or WIC staff with advanced lactation training.

THE SECRET INGREDIENT

NWA Campaign Launch Fall 2023

THE SECRET INGREDIENT IS *YOU*

Goal

- Sharing the real experiences of caregivers and empowering all caregivers to be better informed about infant feeding.

Call-to-Action

- It's normal to have questions about infant feeding. WIC can help you find the answers.

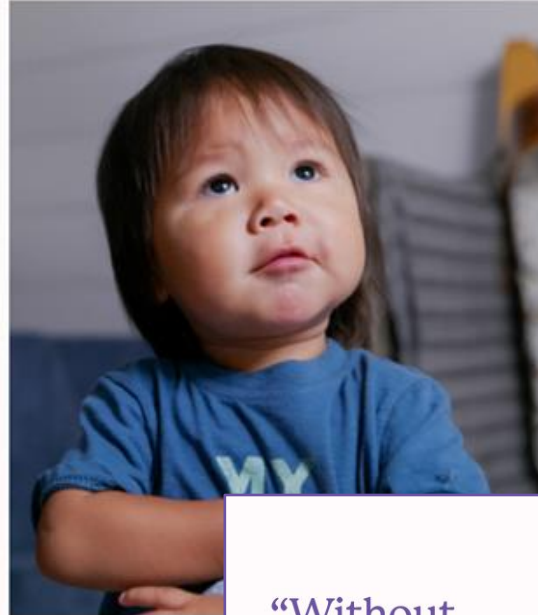
[Find out more about the campaign here!](#)

Overworked.
Underslept. Morning
coos. Tired eyes. New
routines. When life is
changing, the secret
ingredient is *you*.

It's normal to have questions about infant
feeding. WIC can help you find the answers.



SignUpWIC.com



“Without
that close
relationship
with WIC,
I wouldn’t
be able to
breastfeed.”

—Assa
WIC Participant



SUMMARY

The Secret Ingredient campaign offers an opportunity to promote self-efficacy among caregivers and empower them to be better informed about infant feeding. The campaign messaging and materials help to fight isolation, cultivate confidence and community, and provide opportunities for education.

UPS AND DOWNS

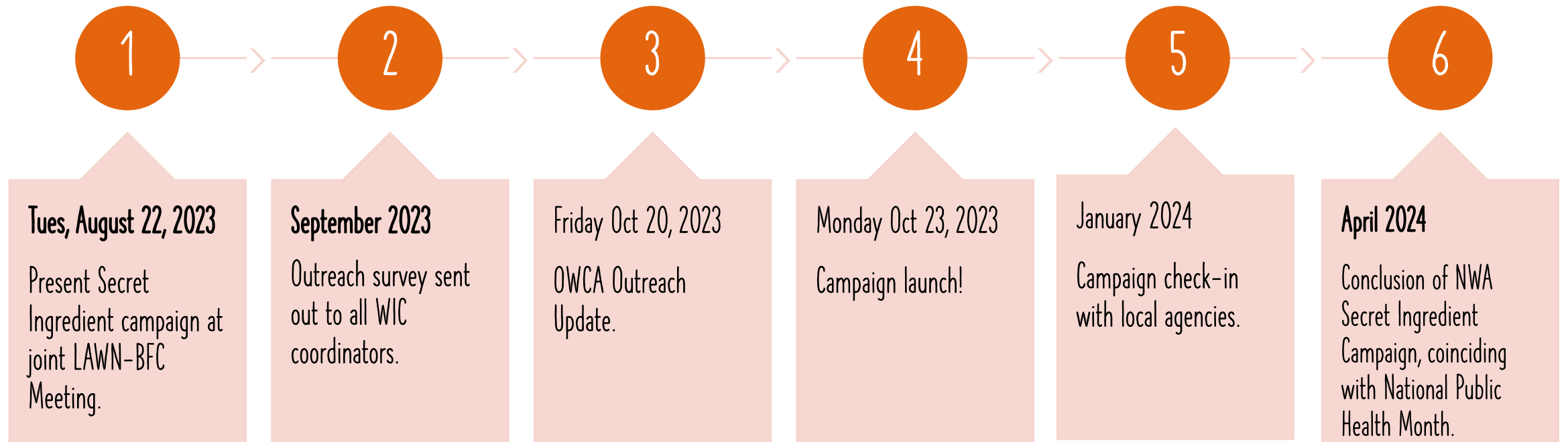


SMALL GROUP DISCUSSIONS

LARGE GROUP DEBRIEF

NEXT STEPS

TIMELINE: SECRET INGREDIENT CAMPAIGN



SUMMARY

- 4th Trimester is a critically sensitive period and WIC staff are an important part of the care team
- Secret Ingredient campaign promotes positive messaging and builds self-efficacy
- Today's discussions help increase support and coordination for WIC participants
- We encourage you to explore the resources discussed today and share them with your WIC team
- We are grateful for your feedback, it will be integrated into the 2024 breastfeeding in-service

THANK YOU



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