

Breastfeeding Data in WIC

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Introduction:

The Montana WIC program has worked over the last year to identify data sets which would contribute to quality improvement of our program. We recently completed analysis of breastfeeding data including initiation and duration at 3, 6 and 12 months of age.

Goals:

- Understand the trend in breastfeeding rates in Montana statewide and at the local level
- Have local agencies utilize data to target areas needing improvement

Methods:

We looked at initiation and duration (3, 6 and 12 months) among all infants certified on the WIC program from 2010-2012. Data was compiled statewide as well as broken out for each local agency. We also compared agencies with and without breastfeeding peer counselors to quantify the differences in breastfeeding rates.

Results:

Breastfeeding initiation is excellent in Montana with an increase from 74 to 77% between 2010-2012. With an average increase of about 1.5% per year, we are on track to meet the HP 2020 goals. Duration included increases of 1-2% per year in “fully” breastfeeding between 2010 and 2012 at all levels of interest (3, 6 and 12 months). There was a very significant difference in breastfeeding rates between agencies with and without peer counselors, most notably we had a difference of 18% in breastfeeding initiation and a 3-8% increase in 3, 6 and 12 month “fully” breastfeeding. The weakness we identified was a big drop-off in “any” breastfeeding between initiation and 3 months of age.

Summary:

Local agencies, state staff and stakeholders very much appreciated seeing this data and being able to identify our strengths and weaknesses. We would like to continue tracking this data annually with releases of surveillance reports. Our next round of data analysis will be smoking cessation in pregnant women and BMI status in 2-4 year olds.