

NLN 2016 Abstract Submission from Montana

Title: Breastfeeding Infrastructure Grant in WIC

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Introduction:

WIC has always supported breastfeeding and in recent years, there has been added emphasis on efforts to promote and support breastfeeding. Across Montana, the WIC Program has seen a significant turnover in staff due to retirement and change of employment. Many of these changes have resulted in a loss of staff trained to support and promote breastfeeding.

The Montana WIC program has analyzed the breastfeeding data from 2010-2013, including initiation and duration of breastfeeding with Montana WIC participants. With this data, a surveillance report has been created. Over the years, the report shows a significant increase in breastfeeding rates at initiation, three and twelve months. However, breastfeeding rates tend to fall at 3 months.

Goals:

- Increase competency in breastfeeding to local agency staff.
- Continue to increase Montana's breastfeeding rates. Looking at our 3 month breastfeeding rates.

Methods:

With the compiled breastfeeding data from 2010-2013, the Montana WIC program applied for an infrastructure grant for USDA's strategic plan, *Promote Healthy Diet and Physical Activity Behaviors* by increasing the percentage of WIC mothers who breastfed and addresses USDA projects for National Guidelines for General Infrastructure Funding; Increase Breastfeeding Rates.

Results:

The Montana WIC program was awarded \$159,075.00. This grant has been used to: contract with two local agency staff members, to provide loving support training twice a year; pay for Certified Lactation Counselor (CLC) Training; pay for International Board Certified Lactation Consultant (IBCLC) initial exams; travel for additional breastfeeding trainings; and offer conference trainings with the Breastfeeding Learning Collaborative (this is in conjunction with our partners in the NAPA Program).

Summary:

Providing comprehensive training to WIC staff is beneficial for employee retention as well as improving outcomes for our WIC participants. Montana will continue to track breastfeeding data annually with releases of surveillance reports. In the reports, we hope to see a direct correlation between breastfeeding education and increased breastfeeding rates.