

Grow and Glow Breastfeeding Training in WIC

Key Partners & Stakeholders

USDA Food and Nutrition Service (FNS) Special Supplemental Nutrition Program for Women, Infants and Children (WIC), USDA Mountain Plains Region, Every Mother, Inc., Utah State WIC Program Staff, and 12 Local Agency Health Departments.

Background

In 2010 a breastfeeding training was conducted for all WIC Staff entitled “Grow and Glow”. The object of this training was to provide all staff with knowledge, tools, and resources they could take back to their clinics to further encourage breastfeeding among our WIC population. An evaluation report was done in 2011 regarding this training and the results have just been released to WIC Clinics.

Project Goals

To ensure all WIC staff are competent in addressing the needs of our breastfeeding mothers. It was also our goal to ensure that those who had a thorough understanding of breastfeeding would benefit from learning other counseling tips and techniques by attending this training.

Methods

At the completion of the training participants filled out a survey to provide feedback on what they learned and about what they gained from attending.

Results

Every aspect of the training had an average rating between Very Good and Excellent by all who attended. Staff rated their confidence level in providing lactation support and services as improved moderately or improved significantly from attending this training. Many staff commented on how much they learned and what they are going to change with their counseling when they return to the clinic.

Summary/Discussion

As a result of increased knowledge and understanding about how to support and encourage women to breastfeed, we are addressing food insecurity in the western states. It is clinically proven that women who breastfeed have healthier babies and reduced cost of feeding their infants because they do not need to purchase formula. Families can then afford to spend more on food for other family members.