IL WIC Program

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What is WIC?

- Special Supplemental Nutrition Program for Women, Infants and Children. Not intended to meet a participant's complete nutritional needs.
- Provides nutritious foods, nutrition education and counseling, breastfeeding promotion and support, and referrals to healthcare and social service agencies.
- WIC is a federally funded program funded by United States Dep. of Agriculture (USDA)
- WIC serves low income pregnant, postpartum and breastfeeding women, infants & children up to the age of 5 who have a nutrition and/or health risk.
WIC Basic Eligibility

Categorically
- Pregnant woman
- Breastfeeding (up to one year)
- Non-breastfeeding Postpartum (6 months)
- Infants (up to 1 yr)
- Children (up to their 5th birthday)
Basic Eligibility

Risk (Must have one of 2 risk factors; medical or nutrition)

**Medical**
- High Wt Gain/Low Wt Gain
- Previous Poor Pregnancy Outcome
- Current Pregnancy Problem
- Lack of Adequate Prenatal Care
- High Parity and Young Age
- Blood Lead 10mcg/dl or higher
- Anemia
- Multi-Fetal Gestation
- History of Pre-eclampsia
- Gestational Diabetes, Pre-diabetes, Diabetes
Basic Eligibility

**Dietary/Nutritional Risk:**
Failure to meet Dietary Guidelines
Inappropriate Nutrition Practices
- Dietary Supplements
- Low Calorie Diet
- Pica
- Food Safety

Clinical Malnutrition
Severe Dental Problems
Basic Eligibility

Income
- At or Below 185% of the U.S. Poverty Level
- Ex. Family of 4 - $41,348
Basic Eligibility

Residency

- Live in Illinois
- WIC does not require proof of citizenship or alien status
Highlights of Program

- Breastfeeding Promotion & Education
- Breastfeeding Peer Counselor Program
- Individualized nutrition education and counseling.
- Continuity of Care/Care Coordination
- Referral System
WIC Breastfeeding Philosophy

- WIC believes:
  - Breastfeeding is the normal and expected method of infant feeding
  - All women can breastfeed
  - Every mom wants what’s best for her baby and every baby wants to breastfeed

- WIC provides counseling and support to help mom provide breastmilk for her baby and exclusively breastfeed for 1 year or longer.
Breastfeeding is the expected method of infant feeding.

After counseling and education, if a woman chooses not to Breastfeed, supplemental formula can be provided.

- Current contract brand is Mead Johnson – Enfamil
- Specialty formulas are available with a prescription from a physician, physician assistant, or advanced practice nurse practitioner.
Local Agency WIC Breastfeeding Policy

- Create a positive clinic environment which endorses breastfeeding as the preferred infant feeding method.

- Have a plan to ensure that women have access to breastfeeding promotion and support activities during the prenatal and postpartum periods.

- Have a breastfeeding coordinator to plan staff training and special breastfeeding events.
WIC Breastfeeding Peer Counselor Program

- Peer counselor program established in 2004
- Peer counselors provide services in 70 IL WIC agencies
- Provided ~60,000 contacts in FY11
WIC Breastfeeding Peer Counselors

Peer counselors

- give basic breastfeeding information and support to new mothers

- help mothers prevent and handle common breastfeeding concerns.

- provide services at the WIC clinic, health department or by telephone, through home and hospital visits
Basic Food Packages

Pregnant Woman

- Iron-fortified Adult Cereal (36 oz)
- Milk (skim, 1% or 2%) – 5 gallons
- Juice (100%) – 3 cans
- 100% Whole Wheat Bread or Brown rice, Tortillas or Oatmeal – 1 lb
- Fruit/Vegetables, Fresh, Frozen or Canned ($8 Voucher)
- Cheese (1 lb), Eggs (1 dozen), Peanut Butter (18 oz) & Beans (canned-16 oz or dried-1 lb)
Food Packages

Exclusively Breastfeeding

- Iron-fortified Adult Cereal (36 oz)
- Milk (skim, 1% or 2%) 6 gallons
- Juice (100%) 3 cans
- 100% Whole Wheat Bread or Brown Rice, Tortillas or Oatmeal (1 lb)
- Fruit/Vegetables, Fresh, Frozen or Canned ($10 Voucher)
- Cheese (1 lbs), Eggs (2 dozen), Peanut Butter (18 oz) & Beans (canned - 16 oz or dried - 1 lb)
- Tuna, pink salmon (30 oz)
Grand Deluxe Mom – exclusively BF
Food Packages

Partially Breastfeeding

- Iron-fortified Adult Cereal (36 oz)
- Milk (skim, 1% or 2%) 5 gallons
- Juice (100%) 3 cans
- 100% Whole Wheat Bread or Brown Rice, Tortillas or Oatmeal (1 lb)
- Fruit/Vegetables, Fresh, Frozen or Canned ($8 Voucher)
- Cheese (1 lbs), Eggs(1 dozen), Peanut Butter (18 oz) & Beans (canned-16 oz or dried-1 lb)
Deluxe Package for Mom – partial BF
Basic Food Packages

Infant

- Iron-Fortified Formula (If not breastfeeding)
- Iron-Fortified Cereal (6 months)
- Infant Vegetables & Fruit (6 months)
- Infant Meats (Only for exclusively breastfed Infants)
- **NO JUICE PROVIDED**
Breastfeeding Dyads

Exclusively Breastfed Infant

- No formula

Partially Breastfed Infant:

1-3 months of age: 1-3 cans of formula
4-5 months of age: 1-5 cans of formula
6-12 months of age: 1-4 cans of formula, 2 boxes of infant cereal, 2 pounds of bananas, 28 jars of baby food fruit & veges

All coupons say: “Mom’s Priceless Breastmilk!”
Grand Deluxe Infant – exclusively BF
Deluxe Package for Infant – partial BF

Note: only 1 can of formula for Birth to 1 month
Breastfeeding Dyads

Partial Breastfed Infant:
Birth – 1 month: 1 – 9 cans of formula
1 – 3 months of age: 5 – 9 cans of formula
4 – 5 months of age: 6 – 10 cans of formula
6 – 12 months of age: 5 – 7 cans of formula, 2 boxes of infant cereal, 2 pounds of bananas, 28 jars of baby food fruit & veges
Basic Food Packages

Children

- Milk (2%, 1% or Skim) Whole Milk for under 2
- Cheese
- Cereal (At least 51% of WIC cereals are whole grain & low in sugar)
- 100% Whole Wheat Bread OR Brown Rice, Tortillas or Oatmeal
- Eggs, Juice
- Fruit/Vegetables, Fresh, Frozen or Canned
- Peanut butter or beans/peas (dry or canned)
WIC Staff

State Level

- Nutrition Services Coordinator (RD)
- Breastfeeding Coordinator (RD)
  - Assistant B.F. Coordinator (RD)
- Regional Nutritionist (RD’s)
  - Cover 5 regions throughout the state
  - All state staff have graduate degrees with advanced training in breastfeeding.
  - Many staff also have advanced training in weight management & diabetes.
WIC Community Outreach and Partnership

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Local Level

- WIC Coordinator: every agency
- Breastfeeding Coordinator
  - Many agencies also have Peer Counselors
- Nutritionist/CHP: Many are RD’s, required to have a B.S. in Nutrition. They can also be RN’s.
- Some agencies also employ para-professionals, i.e. Diet Technician’s
Partnership Strategies

- Get to know your local WIC nutrition staff (Mostly R.D. and Licensed Dietitians in Chicago area)
- Invite WIC Dietitians to Grand Rounds
- Attend Local WIC agency staff meetings
- Make contact with the Site Supervisor (Primary Contact)
- Attend Regional Task Force meetings
  - chicagobreastfeeds.webs.com
  - chicagoareabfc.org
Chicagoland WIC Agencies*

- Bethel New Life (4)
- CEDA (17)
- Chicago Dept. Public Health (19)
- Cook Co. Dept Public Health (9)
- Mile Square (1)
- Near North Health Service Corporation (7)
- Roseland Hospital (1)
- Sinai (4)
- Stickney Public Health District (1)
- Stroger Hospital (4)
- Altgeld (3)

* Number of sites in parentheses

Work with Site Supervisors
Public and Private Agencies
All Follow State Policy and Procedures
Referrals

WIC provides referrals to a number of programs:

- Lactation Support
- Family Case Management
- Healthy Start
- SNAP (Special Nutrition Assistance Program)
- Substance Abuse Counseling & Treatment
- Local Food Pantry’s, Emergency Food Programs
- MAC
- CHIP
- Head Start
- Family Planning
- EPSDT Services
- HIV Testing & Tx
- Lead Screening
- DSCC
- Early Intervention
To Find A WIC Office

Visit our website
www.dhs.state.il.us

Look for “Office Locator”

For more information contact the IL WIC Program:
217 782-2166
Breastfeeding Advocacy --
State & Regional Task Forces

WIC supports

• Illinois State Breastfeeding Task Force
  • http://www.illinoisbreastfeeding.org
• Projects to increase awareness
  • Hospital Advocacy
  • Grandmothers Teas
  • “Baby-Friendly” Childcare
• Ten Regional Task Forces
  • http://www.illinoisbreastfeeding.org/21701/index.html
got enough milk? Yes, You Do!

There can be many reasons for your baby to be fussy:
- Dirty diaper?
- Wet diaper?
- Has to burp?
- Wants cuddle time?
- Hungry?
- Growth spurt?

Your baby is getting plenty of breastmilk when:
- Baby breastfeeds 8 – 12 times in a 24 hour period.
- You can hear baby swallow when feeding.
- Baby has plenty of wet and dirty diapers a day.
- Baby gains about 4 – 7 ounces per week or about 1 pound per month.

Here is a simple way to keep track of your baby’s diapers.

<table>
<thead>
<tr>
<th>Breastfeeding Log and Diaper Diary</th>
</tr>
</thead>
<tbody>
<tr>
<td>*Check mark each time baby breastfeeds</td>
</tr>
<tr>
<td>Daily Goal</td>
</tr>
<tr>
<td>8 – 12 feedings</td>
</tr>
<tr>
<td>Wet diapers</td>
</tr>
<tr>
<td>Dirty diapers</td>
</tr>
</tbody>
</table>

Remember: Your body will make milk when your baby needs it... just keep breastfeeding!

If you have questions or concerns, contact your WIC office or hospital.

DHS & WIC
DO YOU WORK IN A BREASTFEEDING FRIENDLY ENVIRONMENT?

HAVE YOU OR SOMEONE YOU KNOW BEEN ASKED TO
LEAVE A PUBLIC PLACE BECAUSE YOU WERE BREASTFEEDING?

For more information, please visit the Illinois State
Breastfeeding Task Force website: www.illinoisbreastfeeding.org

ILLINOIS BREASTFEEDING LAWS:

The Right To Breastfeed Act
(Public Act 093-0942)
A mother may breastfeed in any location, public or private, where the mother is otherwise authorized to be . . . A woman who has been denied the right to breastfeed by the owner or manager of a public or private location may bring a court action and may be awarded reasonable expense of litigation.

Breastfeeding is Not Indecency
Breastfeeding of infants is not an act of public indecency.

Nursing Mothers in the Workplace Act
(Public Act 92-0068)
An employer shall provide reasonable unpaid break time each day to an employee who needs to express breast milk for her infant child, and make reasonable efforts to provide a location, other than a toilet stall, where an employee can express her milk in privacy.

Exempts nursing mothers from jury service (Public Act 094-0391)
The Jury Act was amended to include:
"any mother nursing a child shall, upon request, be excused from jury service."
How much can my new baby eat?

Baby’s Stomach Size

Day 1
Shooter Marble

Day 3
Ping Pong Ball

Day 10
Egg
Events & Activities

Conferences

- March 22, 2012, Edwardsville BFTF
  Speaker: Lisa Marasco, MA, IBCLC, FILCA
  Location: Fairview Heights, IL
  For more information: http://edwardsvilleregionbreastfeeding.org/content/2012%20conference%20schedule

- Sept 21, 2012, Southern IL BFTF
  Speaker: Linda J. Smith
  Location: Marion, IL
  Contact: jennifer_shopinski@ssmhc.com

- Academy of Breastfeeding Medicine Annual Meeting
  October 11-14, 2012, Chicago
  http://www.bfmed.org/Meeting/ConfDetails.aspx
Breastfeeding Webinars

**Breastfeeding Webinars – New in FY12**
- May 1  “Communication Skills: Vital to Breastfeeding Education & Assistance”
- Each webinar begins at 10am; for upcoming webinars, information will be posted at [www.chtc.org](http://www.chtc.org)

**Archived Breastfeeding Webinars:**
- Empowering Women to Choose Breastfeeding
- Establishing Milk Supply (At Breast or Exclusively Breastfeeding)
- Supporting Breastfeeding through the Use of Breast Pumps

- Available at [http://chtc.org/dl/dl1.htm](http://chtc.org/dl/dl1.htm) To register for archived webinars, contact rpondexter@springfieldul.org
Breastfeeding Training

Bridges to Breastfeeding
- a new initiative focusing on community collaboration
- the program brings together local hospital and health department staff around the issues of breastfeeding education and support
- learn how to address issues of prenatal and postpartum education & community support.

Scheduled Bridges
- Feb 8 Roseland Hospital
- Feb 9 University of Chicago Hospitals
- June 26 Galesburg
- June 27 Peoria
- Dec 12 Breese
- Dec 13 Greenville

Upcoming Bridges
Breastfeeding Program

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Questions??