Breastfeeding Data: Can You Dig It? (for BFPCs)

National
- Kansas
  - Ever Breastfed 83.6% 83.2%
  - Breastfed @ 6 mo 58.2% 57.6%
  - Breastfed @ 12 mo 36.5% 35.9%
  - Excl Bfed Through 3 mo 50.4% 46.9%
  - Excl Bfed Through 6 mo 26.1% 24.9%
- Infant Infants Received Formula <2 days 13.5% 17.2%
- Births @ Baby-Friendly Facilities 41.1% 26.1%

Source: CDC Breastfeeding Report Card, 2018

Why focus on breastfeeding data?

KS: 15.5% fully bfed
13.2% partial bfed

Source: 2017 WIC Breastfeeding Data.
To protect and improve the health and environment of all Kansans

A bit of history...

77% of infants born between 1936 and 1940 were breastfed. By 1970, the incidence declined to about 25%. After reaching a historic low, the rates began to gradually increase in the 1970s, but not uniformly. Before 1960, black mothers were more likely than white mothers to breastfeed. After 1960, the reverse was true.


What might have contributed to the “resurgence of breastfeeding at the end of the second millennium”?

The influence of the natural childbirth movement in the 1960s and 1970s?

The WIC program’s targeted breastfeeding promotion efforts!

Sources: https://academic.oup.com/jn/article/131/2/421S/4686960

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WIC Infants Breastfed, by Race/Ethnicity, 2018

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Initiation</th>
<th>Duration 6 mo</th>
<th>Exclusivity 6 mo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Native Hawaiian/Other</td>
<td>35.7%</td>
<td>74.7%</td>
<td>72.1%</td>
</tr>
<tr>
<td>American Indian/Alaska</td>
<td>49.0%</td>
<td>75.7%</td>
<td>71.3%</td>
</tr>
<tr>
<td>Asian</td>
<td>27.9%</td>
<td>63.9%</td>
<td>61.9%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>34.6%</td>
<td>75.1%</td>
<td>71.5%</td>
</tr>
<tr>
<td>Black NS</td>
<td>40.9%</td>
<td>74.1%</td>
<td>72.5%</td>
</tr>
<tr>
<td>White NS</td>
<td>43.8%</td>
<td>74.6%</td>
<td>71.8%</td>
</tr>
<tr>
<td>Total</td>
<td>38.1%</td>
<td>73.3%</td>
<td>71.1%</td>
</tr>
</tbody>
</table>

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To protect and improve the health and environment of all Kansans
Breastfeeding Data: Can You Dig It? (for BFPCs)

WIC Breastfeeding History:
After piloting, WIC was operating in 45 states in 1974.
1975: Eligibility was extended to non-breastfeeding women.
1997: Loving Support Makes Breastfeeding Work campaign implemented to increase breastfeeding rates and improve public support.
2004: Breastfeeding Peer Counselor Initiative launched.
Source: https://www.nwica.org/overview-and-history

Peer Support Programs are evidence-based.
Minnesota WIC: Women who accepted a referral to a PC prenatally were significantly more likely to initiate breastfeeding and continue breastfeeding through 12 months than their counterparts.
Sources:
https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5433692/

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The WIC Program’s Impact:
In 1998, only 42% of WIC mothers initiated breastfeeding.
In 2014, the overall WIC breastfeeding initiation rate had risen to 70%.
Between 1998 and 2013, WIC breastfeeding rates at one month PP had risen by 85%.
The rate for 3-12 month old babies had more than doubled.
The WIC BFPC Program has been key to this amazing public health success story.

Maryland WIC: Greater odds of breastfeeding initiation among “PC-exposed” compared to “standard care” infants. When comparing “LC-exposed” infants and “standard care,” no significant difference.
Missouri WIC: Prenatal participation in PC program, especially early during pregnancy, was associated with an increased rate of BF initiation.
Sources:
https://journals.sagepub.com/doi/abs/10.1177/0890334409342070
To protect and improve the health and environment of all Kansans

Breastfeeding Data: Can You Dig It? (for BFPCs)

44 BFPCs in 46 Counties

Green = BF initiation rates exceeding state average

Source: Kansas Annual Summary of Vital Statistics, 2017

Breastfeeding Data: Can You Dig It? (for BFPCs)

FFY18:
18144 BFPC clients contacted / 31055 Total WIC PG & BF Caseload = 58% of potential clients contacted

Source: BFPC Quarterly Reports, FFY18

Breastfeeding Data: Can You Dig It? (for BFPCs)
Breastfeeding Data: Can You Dig It? (for BFPCs)

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

BFPC Documentation

Tips for Notes

- Keep your notes simple, using key words for quick reading.
- Type them while you’re on the phone with mom.
- Use a phone messaging log book
- Use template notes
- Talk with your supervisor
CASE STUDY
Bonnie is pregnant with her first child.
She is due July 15
She is referred to you in clinic on April 10
Quarterly Report

<table>
<thead>
<tr>
<th>Contact Type</th>
<th>Clinic Visit</th>
<th>Email</th>
<th>Social Media</th>
<th>Group/Class</th>
<th>Home Visit</th>
<th>Hospital Visit</th>
<th>Phone Call</th>
<th>Text 1-way</th>
<th>Text 2-way</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial Pregnant</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Follow up Preg</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Initial BF/PP</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Follow up BF/PP</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

# BFPC clients contacted: Quarter
- # Groups/Classes prepared for:
  - 2nd quarter must include BFPC eval

BFPC Quarterly Report

<table>
<thead>
<tr>
<th>Agency/Clinic:</th>
<th>Date: 1st 2nd 3rd 4th</th>
<th>BFPC Name:</th>
<th>Avg weekly hours:</th>
<th>Oct-Dec</th>
<th>Jan-March</th>
<th>April-June</th>
<th>July-Sept</th>
</tr>
</thead>
<tbody>
<tr>
<td>BFPC Supervisor:</td>
<td>Alpha/Bravo/Charlie/Delta</td>
<td>#1: 100</td>
<td>#2: 200</td>
<td>#3: 300</td>
<td>#4: 400</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

BFPC Contacts Report

Let’s Practice!
Quarterly Report: How to use the information

# BFPC clients contacted vs PG & BF WIC Caseload & # BFPC clients contacted vs total # contacts

BFPC Quarterly Report

<table>
<thead>
<tr>
<th>Category</th>
<th>Oct-Dec</th>
<th>Jan-March</th>
<th>April-June</th>
<th>July-Sept</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clinic</td>
<td>100</td>
<td>200</td>
<td>300</td>
<td>400</td>
<td>1000</td>
</tr>
<tr>
<td>Email</td>
<td>50</td>
<td>150</td>
<td>250</td>
<td>350</td>
<td>850</td>
</tr>
<tr>
<td>Social Media</td>
<td>30</td>
<td>120</td>
<td>210</td>
<td>300</td>
<td>760</td>
</tr>
<tr>
<td>Group/Class</td>
<td>20</td>
<td>80</td>
<td>120</td>
<td>160</td>
<td>480</td>
</tr>
<tr>
<td>Home Visit</td>
<td>10</td>
<td>40</td>
<td>60</td>
<td>80</td>
<td>200</td>
</tr>
<tr>
<td>Hospital Visit</td>
<td>5</td>
<td>15</td>
<td>25</td>
<td>35</td>
<td>85</td>
</tr>
<tr>
<td>Mail</td>
<td>2</td>
<td>6</td>
<td>10</td>
<td>14</td>
<td>32</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>3</td>
<td>5</td>
<td>7</td>
<td>16</td>
</tr>
<tr>
<td>Phone Call</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Phone Text</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>165</td>
<td>515</td>
<td>725</td>
<td>935</td>
<td>2340</td>
</tr>
</tbody>
</table>

BFPC Supervisor: #12345

Due Jan 20: 1st quarter results
Due Apr 20: 2nd quarter results
Due July 20: 3rd quarter results
Due Oct 20: 4th quarter results

Quarterly Report: FFY18 Report

Annual Total Contacts

<table>
<thead>
<tr>
<th>Category</th>
<th>Clinic</th>
<th>Email</th>
<th>Social Media</th>
<th>Group/Class</th>
<th>Home Visit</th>
<th>Hospital Visit</th>
<th>Mail</th>
<th>Other</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>FFY16: Initial Pregnant</td>
<td>2433</td>
<td>31</td>
<td>89</td>
<td>425</td>
<td>4</td>
<td>2</td>
<td>1789</td>
<td>90</td>
<td>1008</td>
</tr>
<tr>
<td>FFY16: Follow up Preg</td>
<td>1026</td>
<td>136</td>
<td>197</td>
<td>306</td>
<td>6</td>
<td>4</td>
<td>2327</td>
<td>74</td>
<td>1008</td>
</tr>
<tr>
<td>FFY16: Initial BF/PP</td>
<td>825</td>
<td>11</td>
<td>170</td>
<td>61</td>
<td>22</td>
<td>14</td>
<td>309</td>
<td>46</td>
<td>437</td>
</tr>
<tr>
<td>FFY16: Follow up BF/PP</td>
<td>1822</td>
<td>75</td>
<td>308</td>
<td>34</td>
<td>38</td>
<td>6</td>
<td>911</td>
<td>81</td>
<td>1604</td>
</tr>
<tr>
<td>FFY16: Total Contacts</td>
<td>6106</td>
<td>253</td>
<td>1196</td>
<td>1100</td>
<td>70</td>
<td>26</td>
<td>5336</td>
<td>291</td>
<td>4057</td>
</tr>
</tbody>
</table>

Quarterly Report

State Agency use:
❖ Guidance to agencies where BFPC struggles with frequency of contacts
❖ Support to agencies where referrals aren’t occurring on a consistent basis
❖ Learn new ideas to share with other agencies
❖ Learn what activities are going on in communities across Kansas
❖ Learn if challenges with community partners
❖ Learn BFPC’s aspirations or if has specific concerns.
❖ Assess where to allocate potential future available resources
❖ Report to FNS how awesome we’re doing!

FNS use:
❖ Tracks how we’re utilizing our resources
❖ Justify future funding

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“Being a peer counselor has allowed me the opportunity to help new moms do the best they can to give their babies the healthiest start possible. When a mom tells me how helpful I was, it makes me proud to have made a difference in her life.”

—WIC Breastfeeding Counselor