

WIC Breastfeeding Support and Education Efforts in Oregon

The Centers for Disease Control (CDC) released their 2014 Breastfeeding Report Card, and once again Oregon's breastfeeding rates are some of the highest in the nation, and exceeded all of the Healthy People 2020 benchmarks for breastfeeding rates.

Breastfeeding Report Card - 2014	Oregon	Healthy People 2020 Goal
Ever breastfed	91.9%	81.9% ✓
Breastfeeding at 6 months	64.4%	60.6% ✓
Breastfeeding at 12 months	40.2%	34.1% ✓
Exclusive breastfeeding at 3 months	52.1%	46.2% ✓
Exclusive breastfeeding at 6 months	25.8%	25.5% ✓

Data also indicate that lower income women in Oregon initiate breastfeeding at a rate comparable to more affluent women, whereas in most states there is a wide gap between these two groups.

Group	Ever breastfed	Breastfed at 6 months	Breastfed at 12 months	Exclusively breastfed, 3 months	Exclusively breastfed, 6 months
Oregon ¹	91.9%	64.4%	40.2%	52.1%	25.8%
U.S. National ²	76.5%	49.0%	27.0%	37.7%	16.4%
Oregon WIC ³	91.5%	42.3%	27.6%	45.3%	37.0%
National WIC ³	61.7%	27.0%	18.5%	9.9%	3.3%

1 Centers for Disease Control and Prevention, 2014 Breastfeeding Report Card

<http://www.cdc.gov/breastfeeding/pdf/2014breastfeedingreportcard.pdf>

2 Centers for Disease Control and Prevention, National Immunization Survey, Provisional Data, 2010 births.

http://www.cdc.gov/breastfeeding/data/NIS_data/index.htm

3 Pediatric Nutrition Surveillance 2010 State Tables. Department of Health and Human Services, Centers for Disease Control and Prevention; 2011. http://www.cdc.gov/pednss/pdfs/PedNSS_2010_Summary.pdf

Oregon ranks second in the nation, only behind Vermont, in the number of International Board Certified Lactation Consultants (IBCLCs) per 1,000 births, an indicator of the commitment of WIC and Oregon health systems to providing the professional lactation expertise when needed for moms and babies needing more assistance with breastfeeding.

Oregon is #2 in the nation for IBCLCs

Breastfeeding promotion and support is a primary prevention focus for the Public Health Division's WIC Program.

- Oregon WIC promotes the message that breastfeeding is the norm for infant feeding. It has taken multiple policy steps to align daily clinic operations to protect and support breastfeeding.
- Since September 2009, over 250 people have attended the three-day *Breastfeeding Basics* training, provided twice a year by State WIC staff. Although originally intended for WIC staff, additional staff from Head Start, Healthy Birth Initiative, Healthy Start, hospitals, public health nursing programs, dietetic intern programs and non-WIC health department programs have become regular attendees.

10 Breastfeeding Peer Counseling Programs provide additional support to families

- With the financial and technical support provided by State WIC, 32 local WIC staff have earned the IBCLC credential.
- Each month, WIC clinics provide 50 free prenatal breastfeeding preparation classes, giving families support for breastfeeding success in every corner of the state.
- Ten local WIC agencies offer additional support through their Breastfeeding Peer Counseling Programs. The relationship built between peer counselors and mothers empowers women to create a network of support and to advocate for their birth and breastfeeding plans with health care providers and hospitals.
- WIC provides breast pumps when they are needed for breastfeeding support, or for returning to work or school. In the prior year, WIC food dollars purchased \$468,000 in breast pumps and accessories. This translated to over 4,500 women receiving breast pumps, and over 5,800 women receiving pumping kits for use with hospital grade pumps, to aid continued breastfeeding.

In 2013, over 10,300 breastfeeding moms received breast pumps and pump kits

While these data comparing Oregon with the rest of the nation are excellent, closer examination shows that Oregon still has room for improvement, as well as a need for more data in several areas.

Breastfeeding Rates	Oregon	Healthy People 2020 Goal	National Rank
Ever breastfed	91.9%	81.9%	2nd
Breastfeeding at 6 months	64.4%	60.6%	2nd
Breastfeeding at 12 months	40.2%	34.1%	4th
Exclusive breastfeeding at 3 months	52.1%	46.2%	5th
Exclusive breastfeeding at 6 months	25.8%	25.5%	6th

Breastfeeding Practices	Oregon	Healthy People 2020 Goal	National Rank
Breastfed newborns who receive formula supplementation in the first 2 days of life	13.5%	<14.2%	12th
Live births that occur in Baby Friendly facilities	9.2%	8.1%	13th
Employers that have worksite lactation support programs	[data needed]	38%	[data needed]
Average mPINC* score	85	n/a	5th

* Maternity Practices in Infant Nutrition and Care – CDC survey of all U.S. birthing hospitals

These measures could be further improved if the provision of lactation services and equipment, as outlined in the Affordable Care Act under Women’s Preventive Services,¹ were implemented. For example, statewide initiatives could direct health systems to establish breastfeeding policies and improve breastfeeding practices in their facilities. WIC will continue to collaborate with state and community partners to help develop these policies and address system improvements in lactation care and support.

1. Health Resources and Services Administration. Women’s preventive services guidelines. Rockville, MD: US Department of Health and Human Services, Health Resources and Services Administration; 2014. www.hrsa.gov/womensguidelines