



The Breastfeeding Review

A quick overview for all WIC staff who see clients

PUBLIC HEALTH
ALWAYS WORKING FOR A SAFER AND
HEALTHIER COMMUNITY



The Breastfeeding Review

A quick overview for all WIC staff who see clients

Course Objectives

By the end of this course, you'll be able to:

- ❖ Define a Breastfeeding Review
- ❖ Describe when and why Breastfeeding Reviews are required
- ❖ Name staff who can complete a Breastfeeding Review
- ❖ Describe what to do when staff aren't available to do a Breastfeeding Review
- ❖ Name 2 common reasons breastfeeding clients ask for formula
- ❖ Locate three references to help staff complete a Breastfeeding Review

The Breastfeeding Review

What is a Breastfeeding Review?

- ❖ A Breastfeeding Review is an action staff take to help tool for helping clients meet their breastfeeding goals.
- ❖ A Breastfeeding Review starts as a conversation exploring the reasons behind the client's request for formula.
- ❖ This conversation helps WIC staff understand the client's concerns.
- ❖ Using Participant Centered skills when clients request formula helps staff address those specific concerns in a respectful way.
- ❖ A Breastfeeding Review is required when a client requests an increase in the amount of formula for her breastfeeding infant.



The Breastfeeding Review

Are Breastfeeding Reviews required?

Yes. USDA requires staff trained in providing breastfeeding support to complete a breastfeeding assessment before issuing formula to breastfeeding infants. In Washington, we call this assessment a Breastfeeding Review.

A Breastfeeding Review is an opportunity to help clients meet their own breastfeeding goals.

Moms want formula when breastfeeding seems hard because they don't know what else to ask for.

Asking probing questions first instead of telling moms "why" they should continue gets to the heart of the matter.

Listening to her concerns helps her explore her *own* feelings and makes my job easier.



The Breastfeeding Review

When is a Breastfeeding Review required?

- ❖ Anytime a breastfeeding woman asks for formula.
- ❖ Anytime a breastfeeding woman asks for an increase in the amount of formula she's getting from WIC.

For more information about when to do a Breastfeeding Review see *When is a Breastfeeding Review Required?* in the Learning Management System (LMS).



The Breastfeeding Review

Who can do a Breastfeeding Review?

A Breastfeeding Review can be done by anyone trained in breastfeeding support, including WIC staff and non-WIC staff:

- ❖ WIC Certifiers, Nutritionists or Coordinators
- ❖ WIC front line staff
- ❖ Peer counselors
- ❖ Hospital or community IBCLCs (International Board Certified Lactation Consultants)
- ❖ Maternity support staff
- ❖ And others

A Breastfeeding Review can also be done over the phone when staff aren't available in the clinic.

Remember only a CPA can change a WIC food package!

The Breastfeeding Review

A Breastfeeding Review often starts at the front counter.

Good morning Anne. You said you need formula today. Julie can be with you in a few minutes. How does that work for you?

Front line staff play a critical role in the Breastfeeding Review.

- ❖ Who can do a Breastfeeding Review in your clinic?
- ❖ What's your clinic's policy when clients walk in asking for formula?
- ❖ How do you schedule a client who calls with breastfeeding challenges?



The Breastfeeding Review

What if there isn't anyone who can do a Breastfeeding Review?

If this happens:

- ❖ Affirm the client's concerns.
- ❖ Explain staff who can do a Breastfeeding Review and change the food package aren't available.
- ❖ Offer breastfeeding support within your skill level.
- ❖ Refer the client to breastfeeding resources in your community.
- ❖ Offer to have WIC staff trained in breastfeeding support contact the client as soon as possible.
- ❖ Document your discussion for follow-up.
- ❖ Refer clients needing formula to the food bank, or other resources and remind them they can buy formula with SNAP benefits.
- ❖ Update infant custom tab if needed.

The Breastfeeding Review

Most moms make all the milk their babies need.



At first Lucy ate every 2 hours. Sometimes more! My WIC staff shared that was normal and wouldn't last forever. I'm glad I stuck with breastfeeding!

The right information and support in the early days of breastfeeding makes the difference!

The Breastfeeding Review

Many clients ask for formula when they struggle with breastfeeding because they don't know what else to ask for.

Parents often think their baby is:

Crying too much



Sleeping too little



Or eating too often



When babies are just acting like normal babies!

Parents often think there's not enough breastmilk when they don't understand normal baby behavior.

The Breastfeeding Review – Resources

[Chapter 15- Breastfeeding](#)

What resources are available to help me complete a Breastfeeding Review?

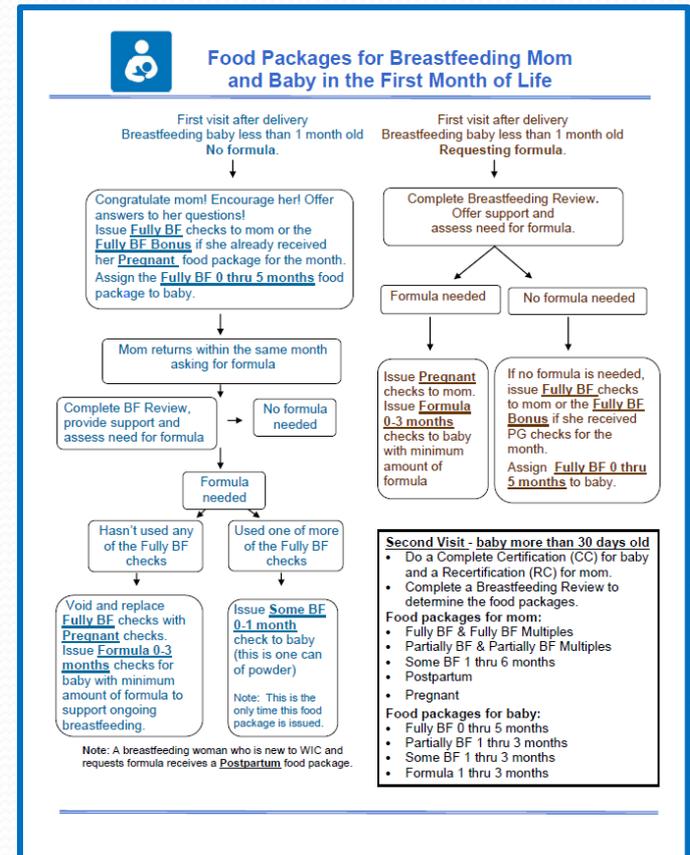
- [Chapter 15- Breastfeeding](#), page 12 has information about what's required when doing a Breastfeeding Review.
- [Solutions for Common Concerns](#)- lists symptoms, prevention and comfort strategies for breastfeeding challenges.
- DOH State WIC *When is a Breastfeeding Review Required?* in the Learning Management System (LMS). Ask your coordinator how to access the LMS if you don't know how.
- Take the DOH State WIC *Baby Behavior- Introduction to the Secrets of Baby Behavior in Healthy Term Babies* course and other breastfeeding courses in the LMS system.
- Ask about getting breastfeeding training. Supporting breastfeeding is *everybody's* job in WIC. Front line staff are WIC's most valuable resources since they see client first and most often.
- The [WIC Works Resource System](#) has online learning courses on breastfeeding and so much more.

The Breastfeeding Review - Resources

What resources are available to help me complete a Breastfeeding Review?

Another handy reference is: [Food Packages for Breastfeeding Mom and Baby in the First Month of Life](#)

Having one at each work station makes those hard 1st month of life food package questions easier to answer.



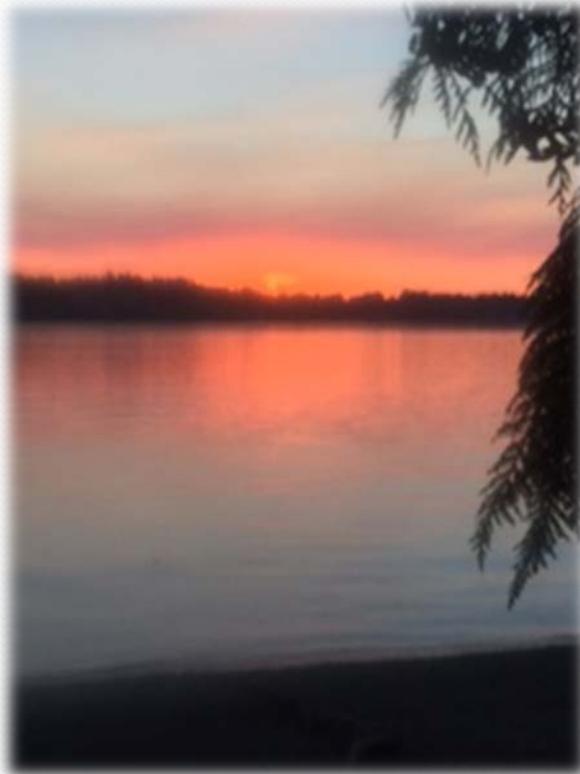
The Breastfeeding Review-Summary

- ❖ A Breastfeeding Review is a tool for helping clients meet their breastfeeding goals.
- ❖ It's required when a client requests formula or an increase in the amount of formula for her breastfeeding infant.
- ❖ A Breastfeeding Review starts as a conversation exploring the reasons behind the client's request for formula.
- ❖ This conversation helps WIC staff understand the client's concerns.
- ❖ Using Participant Centered skills when clients request formula helps staff address those specific concerns.
- ❖ Helps clients meet their own breastfeeding goals.
- ❖ Washington WIC provides many resources on the Breastfeeding Review. See slides 12 and 13 for more information.

For more information about breastfeeding, breast pumps and peer counseling policies, see [Chapter 15- Breastfeeding](#) in the WIC Policy Manual.

The Breastfeeding Review - Contact

Please contact Gwen.Marshall@doh.wa.gov with questions or suggestions related to this training.



USDA is an equal opportunity provider and employer.

Washington WIC Nutrition Program does not discriminate.

For persons with disabilities this publication is available on request in other formats.

To submit a request, please call
1-800-841-1410.

DOH 961-1121

December 2016

