



INDIANA WIC

2018

BREASTFEEDING REPORT



ASSISTANCE SUPPORT  
BREASTFEEDING  
ENCOURAGEMENT  
GUIDANCE  
ADVICE  
RESOURCES  
ASSISTANCE SUPPORT  
BREASTFEEDING  
ENCOURAGEMENT  
GUIDANCE  
ADVICE RESOURCES  
ASSISTANCE SUPPORT  
BREASTFEEDING  
ENCOURAGEMENT  
GUIDANCE

“  
Improve annual  
breastfeeding  
outcomes of Indiana  
WIC participants  
through promotion  
and support of  
breastfeeding  
mothers.”

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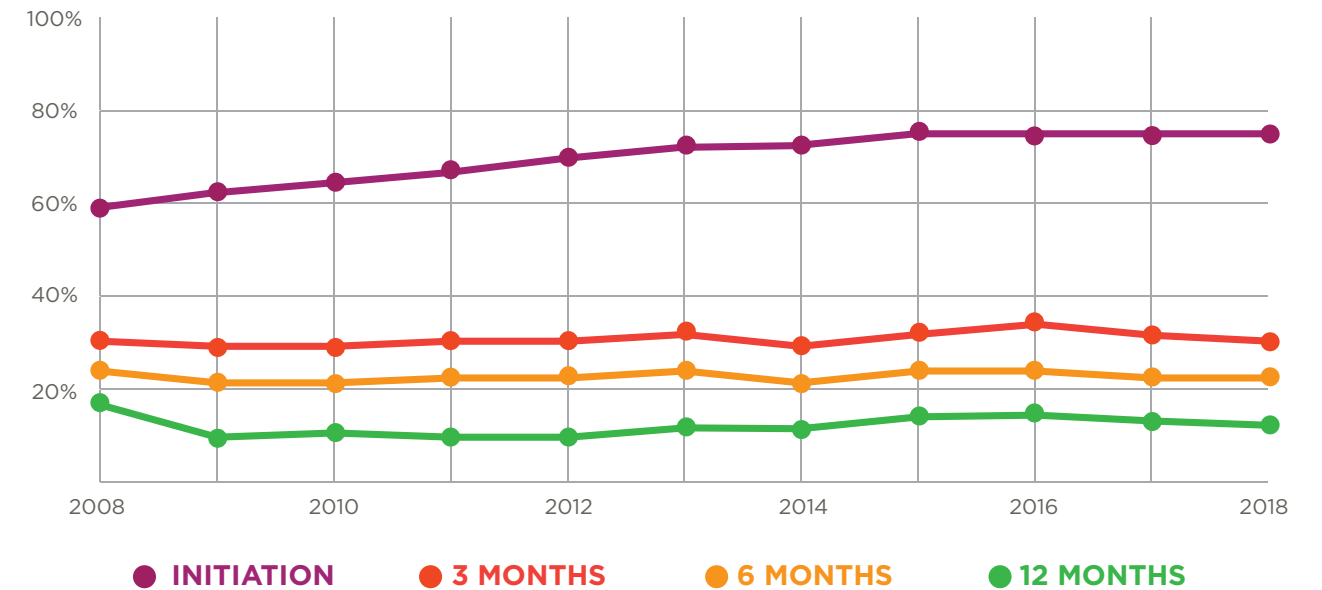


As part of the requirements for administering the WIC grant, Indiana WIC reports participant breastfeeding data to USDA's Food & Nutrition Service (FNS) which is included in the Breastfeeding Data by Local Agency (BFDLA) report each year (available on the USDA website). This report compares all local WIC Agencies across the country on their participant breastfeeding status by certification category, specifically looking at the infants who participated in the program in a given fiscal year. WIC infant categories include Exclusively Breastfeeding (IBE), Breastfeeding Partial (IBP), and Fully Formula (IFF). The goal of WIC Breastfeeding Promotion & Support is to improve the percentage of clients that fall within the Exclusive and Partial Breastfeeding categories, with emphasis on improving exclusivity.

Promotion of breastfeeding, with its widely recognized health, immunologic and economic advantages, remains one of the main objectives for the Indiana State Department of Health's Women, Infants and Children (WIC) Program.

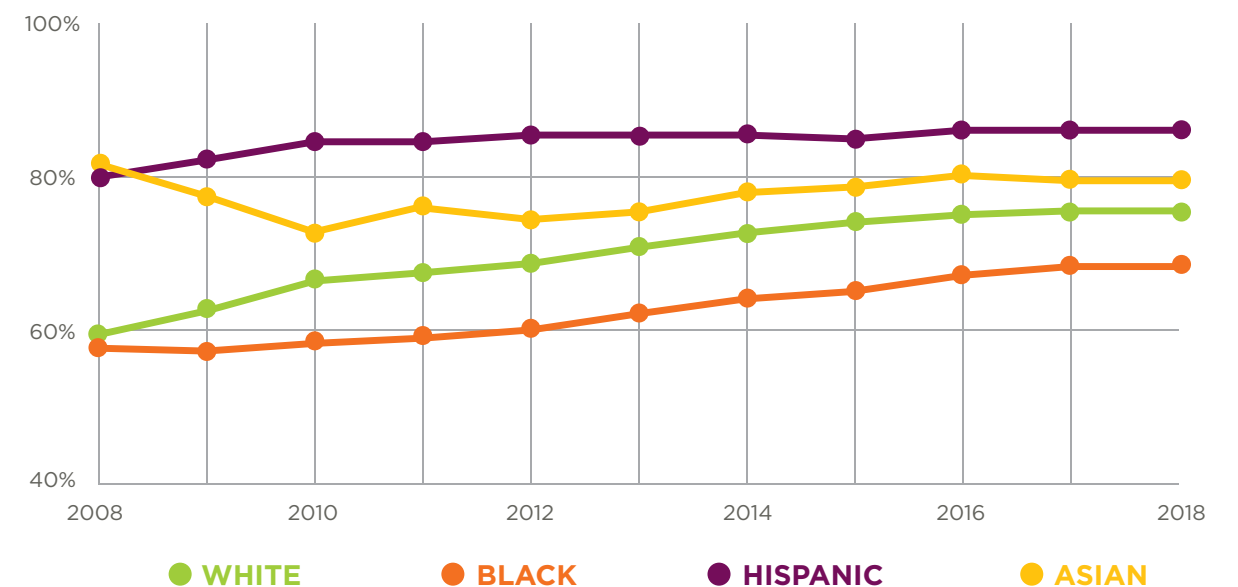
The breastfeeding initiation rate among the Indiana WIC Program population has been improving over time, increasing from 60.1% in 2008 to 71.7% in 2018. This is a total increase of 11.6% over the decade (Figure 1).

**FIGURE 1. INDIANA WIC PROGRAM TRENDS IN BREASTFEEDING**



The breastfeeding initiation rate is increasing across almost all racial and ethnic groups (Figure 2). Although the breastfeeding initiation rate remains the lowest among the black WIC population, this group experienced a consistent rate of increase over the decade, rising by over 20% from 51.0% in 2008 to 71.6% in 2018.

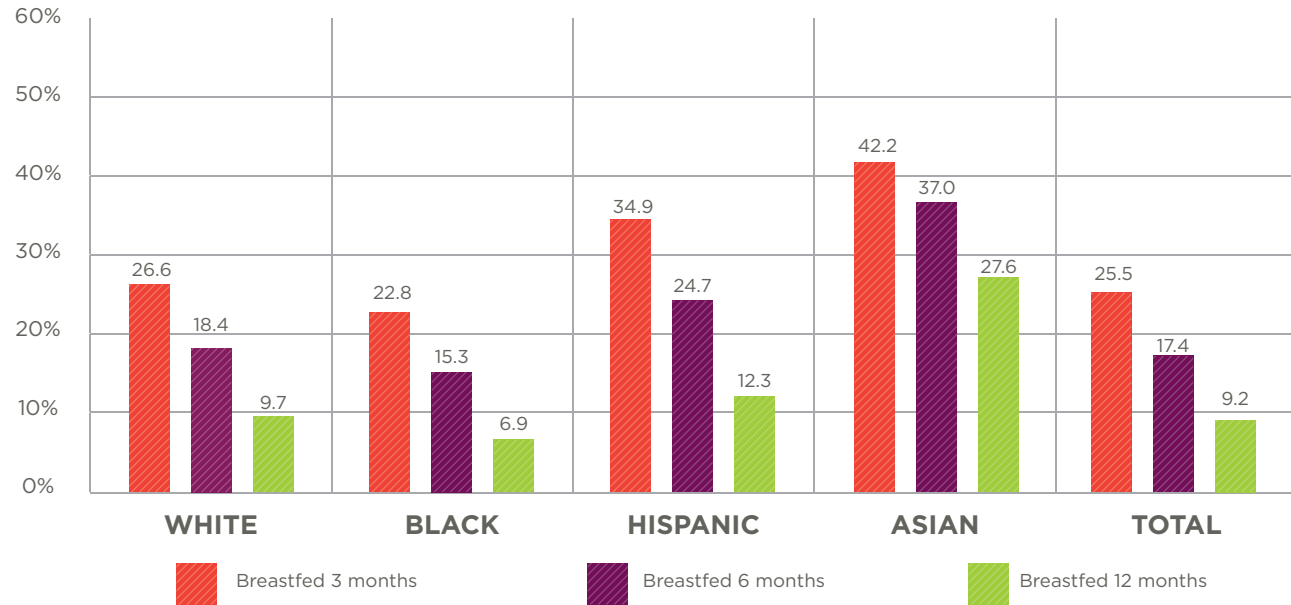
**FIGURE 2. TRENDS IN BREASTFEEDING INITIATION BY RACE/ETHNICITY**





Compared to all other races/ethnicities, Asian WIC participants had the highest prevalence of breastfeeding at 3, 6, and 12 months (42.2%, 37.0%, and 27.6% respectively) (Figure 3).

**FIGURE 3. PERCENTAGE OF INFANTS BREASTFED FOR AT LEAST 3, 6, AND 12 MONTHS BY RACE AND ETHNICITY, FY2018**



Nearly 90% of breastfeeding women in the Indiana WIC Program continue breastfeeding to the first week. Compared to the FY2017, improvements were seen in duration of breastfeeding at 1 month through 9 months. (Figure 4).

**FIGURE 4. PREVALENCE OF BREASTFEEDING DURATION AMONG EVER BREASTFED INFANTS**

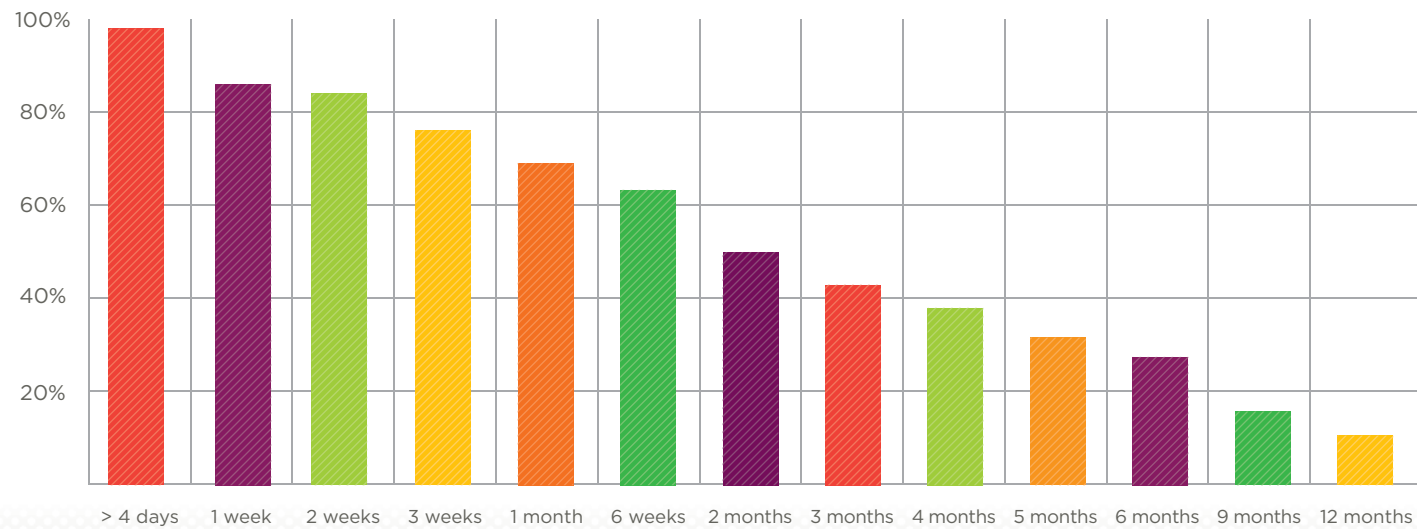




Table 1 outlines the prevalence of breastfeeding initiation and breastfeeding duration at 3, 6, and 12 months among Indiana WIC infants by selected characteristics of their mother, such as maternal age, marital status, education, pre-pregnancy weight, smoking status during pregnancy, household smoking status, anemia during pregnancy and time of WIC Program enrollment.

Table 2 outlines the prevalence of fully breastfeeding rates at 3 and 6 months among fully breastfed Indiana WIC infants by same selected characteristics of their mother.

Both tables have these similarities:



INFANTS BORN TO MOTHERS WHO:

- are married
- are college graduated
- are non-smokers

had higher rates of breastfeeding initiation and duration for partial and fully breastfed.

MOTHERS ENROLLED IN

**WIC**

in either first or second trimester of **PREGNANCY** had higher breastfeeding initiation rates.

WOMEN  
**39+**  
YEARS

had higher rates of breastfeeding initiation and duration at 3, 6, and 12 months.

MOTHERS WHO WERE ANEMIC DURING PREGNANCY

had **LOWER** breastfeeding and duration rates.

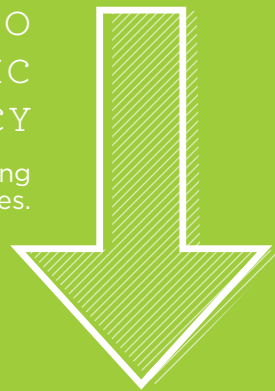


TABLE 1

	NEVER BREASTFED	BREASTFED 3 MONTHS	BREASTFED 6 MONTHS	BREASTFED 12 MONTHS
<b>MATERNAL AGE</b>				
<15 years	52.9%	9.1%	5.7%	2.1%
15-19 years	74.3%	16.9%	9.4%	4.5%
20-29 years	76.0%	24.8%	16.4%	8.3%
30-39 years	76.3%	33.2%	25.6%	14.5%
39+ years	78.6%	37.4%	30.6%	18.0%
<b>MATERNAL MARITAL STATUS</b>				
Single	73.7%	22.0%	14.0%	6.5%
Married	81.6%	36.4%	27.8%	16.2%
<b>MATERNAL EDUCATION</b>				
8th grade and less	78.0%	35.7%	26.8%	15.8%
9th to 11th grade	66.9%	17.0%	11.0%	5.8%
High school	74.8%	23.3%	15.4%	7.7%
Some college	81.7%	31.6%	21.6%	11.2%
College graduate	88.8%	46.6%	36.9%	21.4%
<b>SMOKING DURING PREGNANCY</b>				
No	79.2%	33.0%	19.0%	10.2%
Yes	66.8%	16.2%	7.4%	0.3%
<b>HOUSEHOLD SMOKING DURING PREGNANCY</b>				
No	77.5%	31.5%	18.0%	10.1%
Yes	68.8%	18.8%	8.7%	0.4%
<b>ANEMIA DURING PREGNANCY</b>				
No	76.9%	30.0%	16.9%	7.3%
Yes	74.1%	26.3%	14.1%	0.2%
<b>TRIMESTER AT ENROLLMENT</b>				
1st Trimester	78.2%	31.0%	17.7%	3.5%
2nd Trimester	76.5%	30.2%	17.4%	3.1%
3rd Trimester	74.1%	26.4%	13.5%	2.5%

TABLE 2

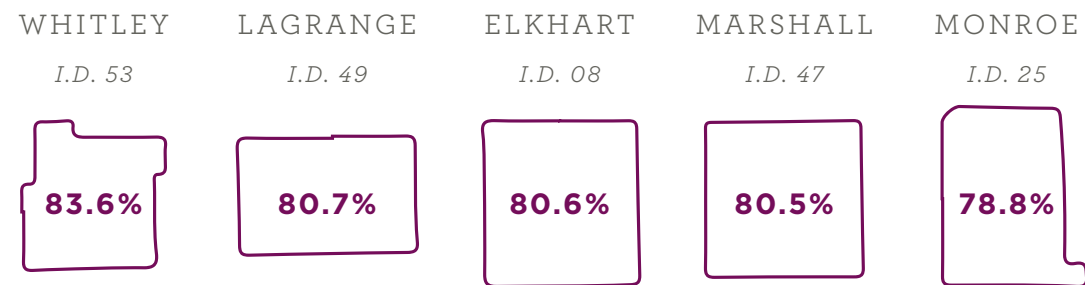
	FULLY BREASTFED 3 MONTHS	FULLY BREASTFED 6 MONTHS
<b>MATERNAL AGE</b>		
<15 years	33.3%	28.6%
15-19 years	39.0%	28.7%
20-29 years	51.2%	42.1%
30-39 years	59.5%	54.6%
39+ years	62.0%	57.1%
<b>MATERNAL MARITAL STATUS</b>		
Single	47.3%	37.4%
Married	61.3%	55.8%
<b>MATERNAL EDUCATION</b>		
8th grade and less	55.4%	49.0%
9th to 11th grade	41.7%	33.3%
High school	49.5%	40.9%
Some college	55.7%	46.8%
College graduate	64.1%	59.0%
<b>SMOKING DURING PREGNANCY</b>		
No	51.1%	37.8%
Yes	40.0%	24.0%
<b>HOUSEHOLD SMOKING DURING PREGNANCY</b>		
No	51.0%	37.3%
Yes	38.8%	25.0%
<b>ANEMIA DURING PREGNANCY</b>		
No	49.7%	36.3%
Yes	48.9%	30.9%
<b>TRIMESTER AT ENROLLMENT</b>		
1st Trimester	50.8%	37.4%
2nd Trimester	50.2%	37.1%
3rd Trimester	46.2%	31.0%



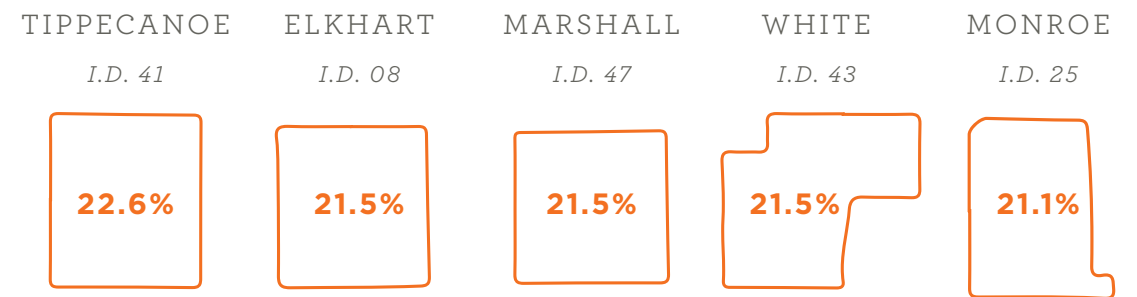




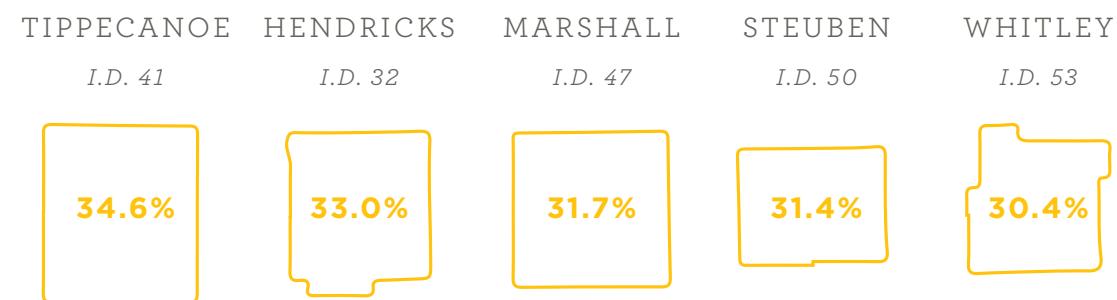
**HIGHEST PREVALENCE OF BREASTFEEDING INITIATION**



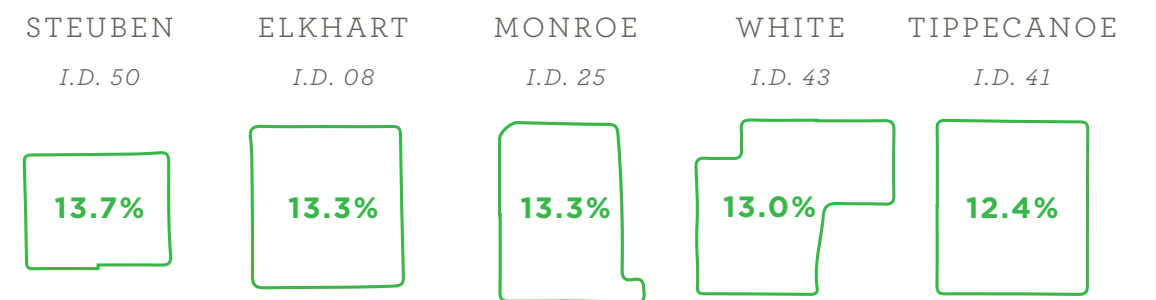
**HIGHEST PREVALENCE OF BREASTFEEDING TO 6 MONTHS**



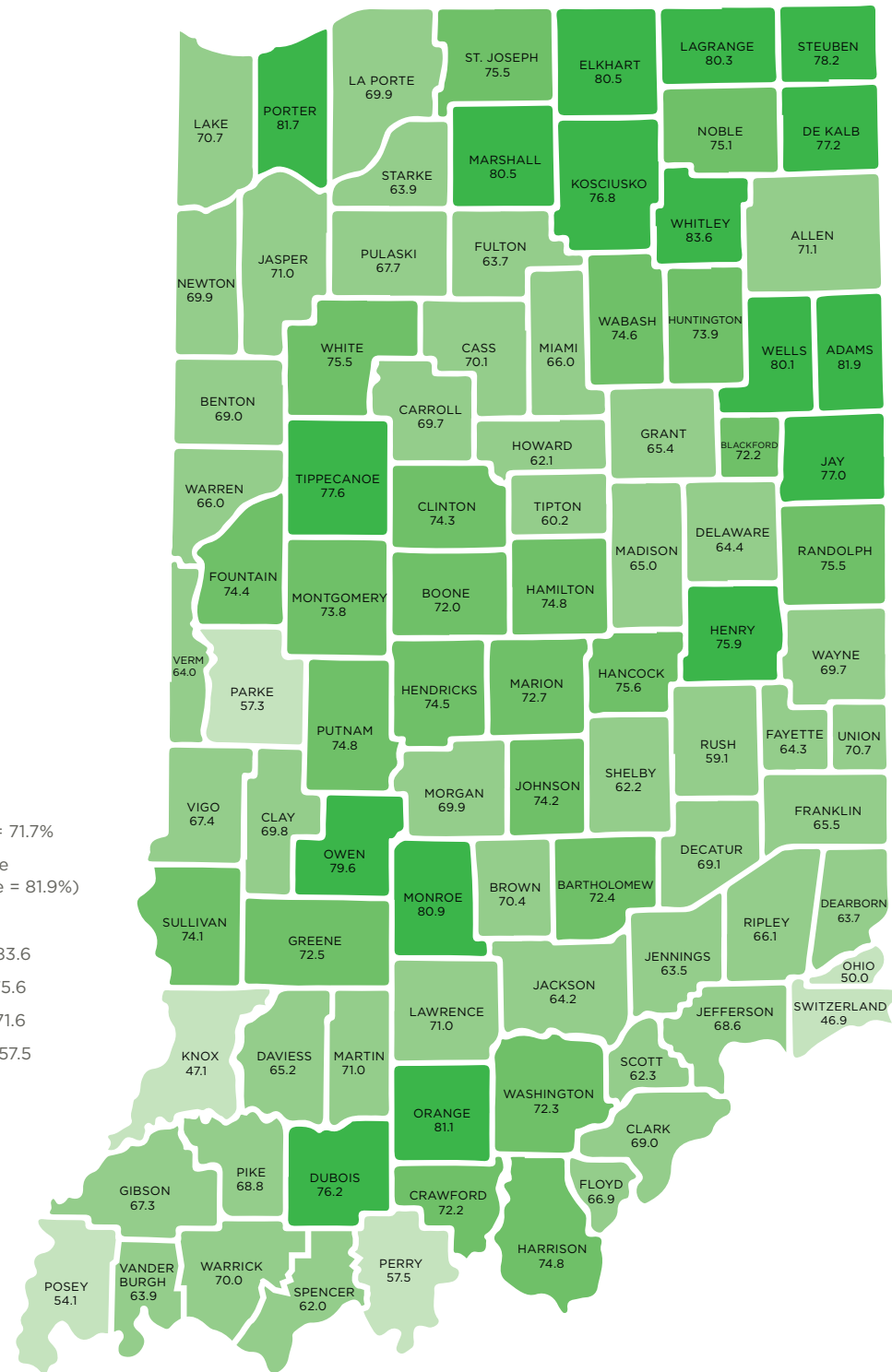
**HIGHEST PREVALENCE OF BREASTFEEDING TO 3 MONTHS**



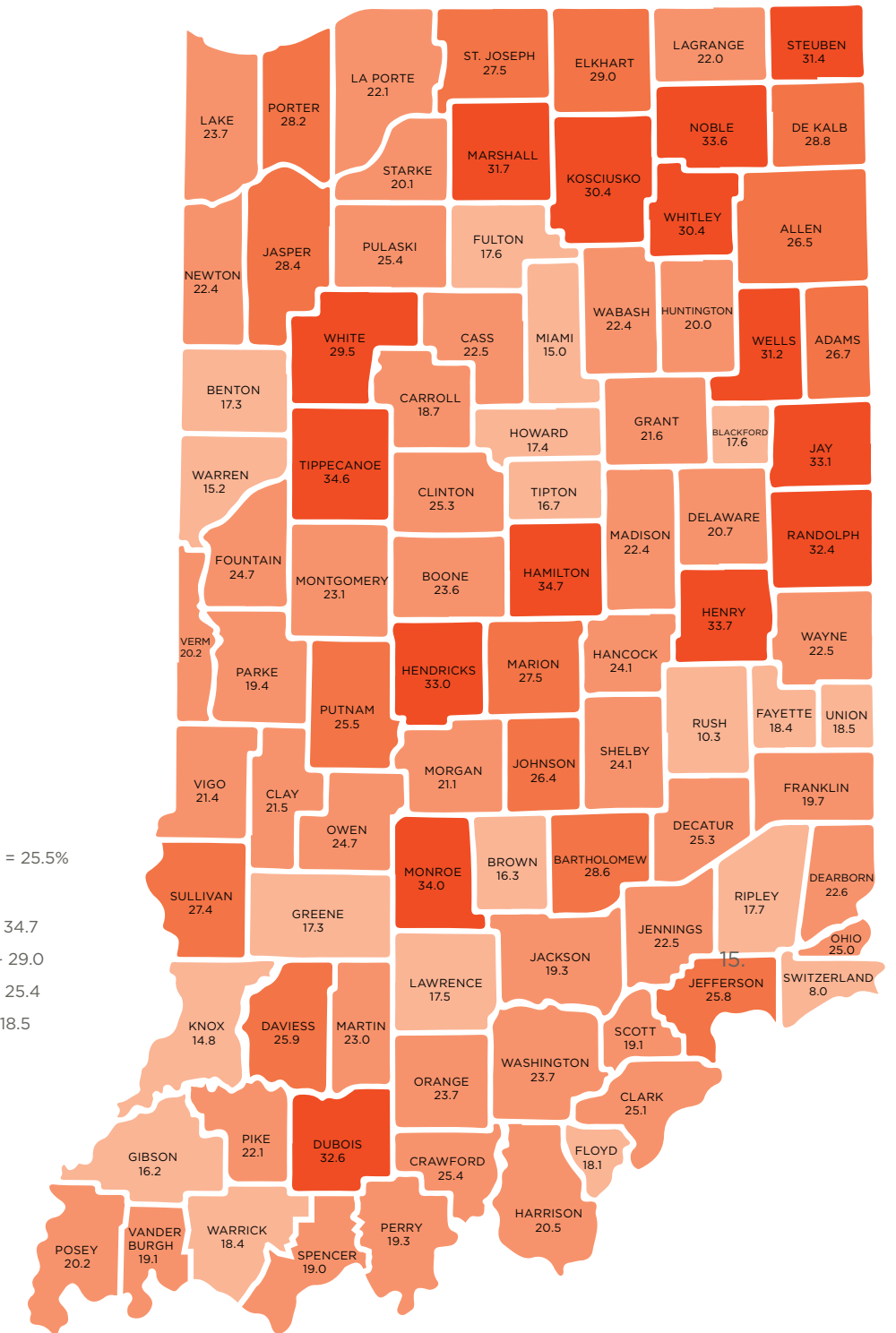
**HIGHEST PREVALENCE OF BREASTFEEDING TO 12 MONTHS**



# INDIANA WIC BREASTFEEDING INITIATION BY COUNTY, FY2018

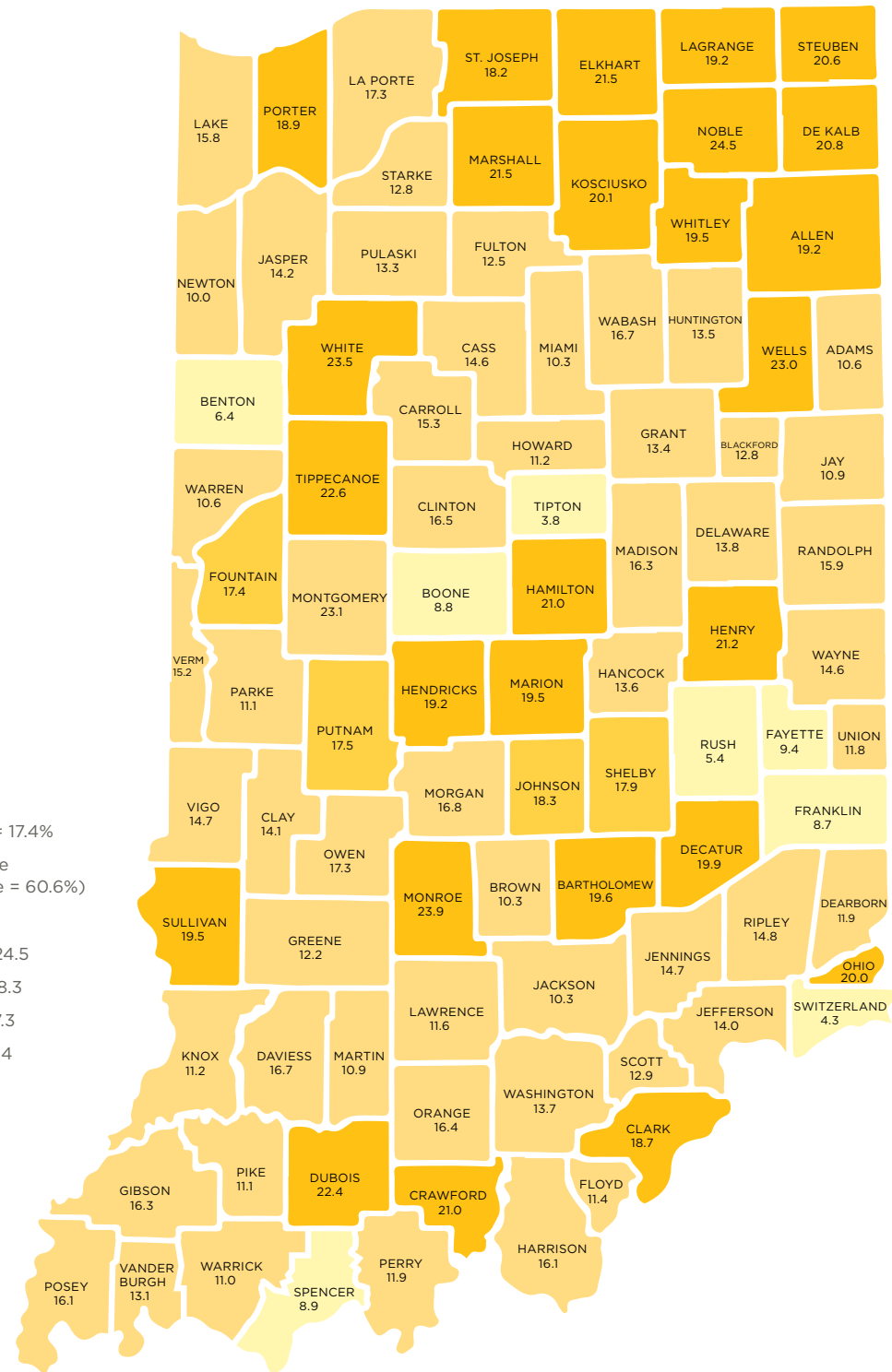


# INDIANA WIC PREVALENCE OF BREASTFEEDING AT 3 MONTHS BY COUNTY, FY2018

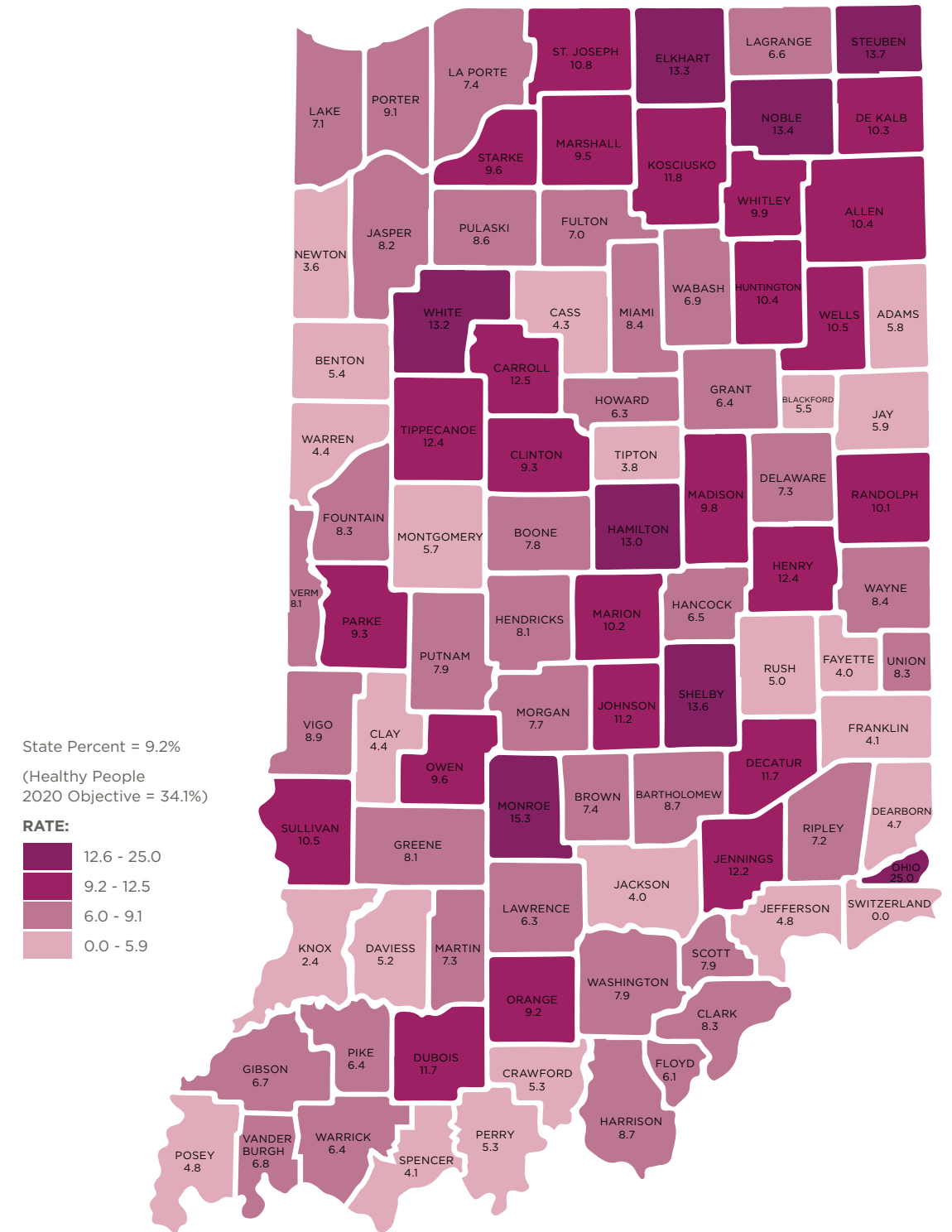




INDIANA WIC PREVALENCE OF  
BREASTFEEDING AT 6 MONTHS BY COUNTY,  
FY2018



INDIANA WIC PREVALENCE OF  
BREASTFEEDING AT 12 MONTHS BY COUNTY,  
FY2018





## BREASTFEEDING SUPPORT

Breastfeeding support is prioritized in our Annual State and Nutrition Education Plans. We ensure quality staff training so that clients are provided current, evidence-based education to make informed decisions around their infant goals. Our Breastfeeding Committee meets quarterly to review current issues, research, and strategies to continuously improve breastfeeding support around the state. We have created tools and trainings for new clinic staff that ensure staff education and training is consistent around the state.

The Midwest Regional Lactation Mentorship grant allowed us to send many staff to enhance their lactation knowledge. We were able to send 58 staff to the Certified Lactation Specialist Course, 51 staff to the Milk Mob Outpatient Champion Course and 26 staff to the Advanced Lactation training! These various trainings allow staff to gain skills, feel more confident helping our breastfeeding clients, and improve our breastfeeding outcomes around the state.

WIC is present in over 30 birthing hospitals around the state and we do over 28,000 client certifications at the hospital sites. This allows us to remove the transportation barriers that many clients face. Many families do not realize they qualify for WIC services or understand the quality breastfeeding support that WIC provides. We have been able to educate hospital staff about the WIC program and also inform new families about WIC that otherwise would have missed the opportunity to receive services. Several hospitals have welcomed Peer Counselor visits to new moms in order to enhance postpartum breastfeeding support. Several WIC agencies have strong hospital presence and have connected WIC clients to their home WIC County for seamless, continuous breastfeeding support and WIC services after they are discharged from the hospital.

30+   
BIRTHING HOSPITALS IN STATE

 28,000  
CLIENT CERTIFICATIONS  
AT HOSPITALS SITES







# 61,000

PEER COUNSELOR REFERRALS  
FOR NEW WIC CLIENTS

# 260,000

CONTACTS MADE BY PEER  
COUNSELORS FOR SUPPORT



WIC Peer Counselors are paraprofessionals who provide breastfeeding promotion, education, and support to WIC participants. Peer Counselors are mothers from WIC's target population who have similar racial/ethnic background to the mother's they support. Peer Counselors have experience breastfeeding at least one baby and are accessible to WIC clients during and outside of usual clinic hours, as well as in or outside of the WIC clinic environment. Over 100 WIC Peer Counselors support clients across the state of Indiana.



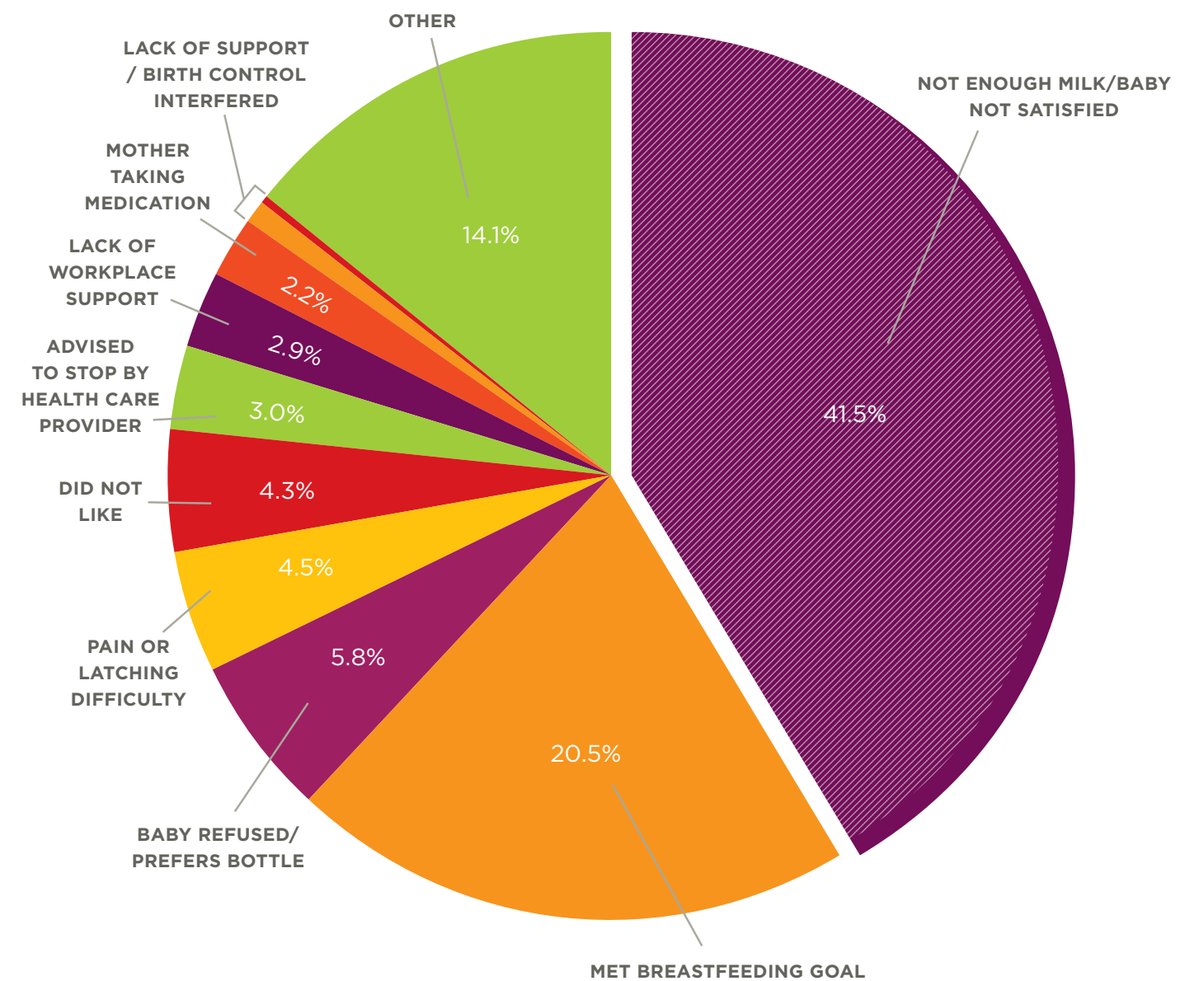


The most frequent reason for discontinuing breastfeeding reported by Indiana WIC mothers was a concern that baby was not getting enough milk (41.5%). Other commonly reported reasons include: “Met breastfeeding goal” (20.5%), “Baby refused/prefers bottle” (5.8%), “Pain or latching difficulty” (4.5%), and “Just did not like breastfeeding” (4.3%).

Compared to the FY2017, there was a 7.3% increase in women indicating that they had met their breastfeeding goal as their reason for discontinuing breastfeeding, with slight decrease seen in the percentage of women discontinuing breastfeeding due to “Not Enough Milk/Baby Not Satisfied”, “Baby Refused/Prefers Bottle”, “Advised to Stop by Health Care Provider”, and “Lack of Workplace Support”.

## REASONS BREASTFEEDING CEASED

FY2018







U.S. DEPARTMENT OF AGRICULTURE

## WIC BREASTFEEDING SUPPORT

*LEARN TOGETHER. GROW TOGETHER.*

USDA FNS established the WIC Breastfeeding Support (formerly Loving Support) Award of Excellence in 2014 “to recognize local WIC agencies that have provided exemplary breastfeeding promotion and support activities. The intent is to provide models and motivate other local agencies to strengthen their breastfeeding promotion and support activities and ultimately increase breastfeeding initiation, exclusivity, and duration rates among WIC participants. The award is given at three levels of performance that build on one another:

- **GOLD**
- **GOLD PREMIERE**
- **GOLD ELITE**

This approach recognizes three groups of agencies that include those that are demonstrating model practices, as well as those who are at varying stages of implementing exemplary breastfeeding promotion and support practices.

To receive the Gold Award, local WIC agencies must complete an application which evaluates the policies and procedures surrounding breastfeeding promotion and support, the Breastfeeding Peer Counselor program, and partnerships with local hospitals and other organizations working toward similar breastfeeding goals. The Gold Premiere and Gold Elite Awards require an additional application to be completed, and local agencies must also have a fully Breastfeeding category of at least 15% for the Premiere and 40% for the Elite.



2018  
**GOLD  
AWARD**

Indiana WIC has 2 local agencies who have achieved Gold Award level.

- **2018 Neighborhood Health WIC** (Fort Wayne area)
- **2017 Marion County WIC** (Indianapolis area)

Several Indiana WIC local agencies have applied for Gold and Gold Premiere awards for the 2019 application year and awardees will be notified during World Breastfeeding Week in August 2019.

**Indiana WIC received the USDA Breastfeeding performance bonus award in FY18 for showing significant improvement in fully breastfeeding categories. In the last 5 years, Indiana has improved fully breastfeeding categories from 9.1% to 13.2%. The total breastfeeding categories (fully + partial) has increased from 18.4% in FY14 to 27.1% in FY18.**



# LOCAL AGENCY SPOTLIGHT

## NEIGHBORHOOD HEALTH CLINICS, INC.



SOCIAL MEDIA FOR CLIENT EDUCATION



ONLINE BREASTFEEDING SUPPORT GROUP

## ST. JOSEPH COUNTY



TELEHEALTH AND ONE WEEK WEIGHT CHECK

## MARION COUNTY



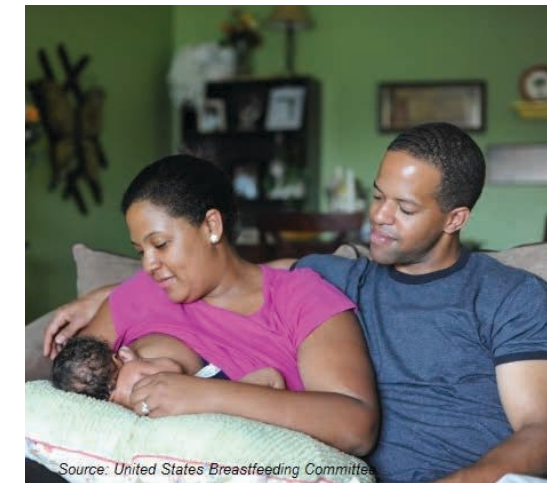
DROP-IN CENTER FOR BREASTFEEDING FAMILIES



PARTNERED WITH A LOCAL PHYSICIAN TO ENHANCE CLIENT SUPPORT

- NHCI has impacted breastfeeding duration rates by providing ongoing education, Peer support and quality breast pumps and supplies to our WIC moms. Staff are trained to fit moms properly for breast pumps and ensure they have the right pump for their needs. Our quality pump program helps mothers to provide human milk when separated from their baby due to working, school, NICU, hospitalization, etc.
- Marion County WIC has also developed a partnership with the Wee Ones Nursery Program at the Indiana Women's Prison. This partnership has allowed lactation support for participants while they are confined to prison as well as after they are released.
- The ISDH WIC breastfeeding staff has partnered with the Indiana Breastfeeding Alliance to collaborate on various breastfeeding projects for Indiana.

WIC staff attended the NWA Nutrition and Breastfeeding Conference in New Orleans this year and Indiana WIC was represented at the United States Breastfeeding Committee in August of 2018.





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(1) mail: U.S. Department of Agriculture  
Office of the Assistant Secretary for Civil Rights  
1400 Independence Avenue, SW  
Washington, D.C. 20250-9410;

(2) fax: (202) 690-7442; or

(3) email: [program.intake@usda.gov](mailto:program.intake@usda.gov).

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## QUESTIONS?

For more information or to find a clinic near you,  
call **1-800-522-0874** or visit our website at **[WIC.in.gov](http://WIC.in.gov)**.



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Department of Health