

## **II. (A) NUTRITION SERVICES**

**2019 GOAL:** Provide additional funds to Local Agencies that will allow breastfeeding peer counselors to visit local hospitals and other health care providers to assist the medical community in helping the mother to initiate and continue to breastfeed longer.

### **METHODOLOGY:**

1. Provide additional funding from the State Agency (SA) to Local Agencies specifically for breastfeeding peer counselors for increased peer counselor services in hospitals.
2. Promote the importance of breastfeeding to health care professionals targeting pediatric offices & OB-GYNs.
3. Provide training opportunities for the staff and peer counselors on updated breastfeeding promotion, support, and management skills throughout the year.
4. Provide breastfeeding counseling to participants with one-on-one contacts and group class discussion.
5. Provide educational materials promoting “The Magical Hour”.
6. Promote the importance of breastfeeding to the public through:
  - World Breastfeeding Week (Month) activities in August
  - Continue building the West Virginia Breastfeeding Alliance (WVBA) state coalition
7. Make contact with WIC clients after giving birth in a timely manner to initiate breastfeeding.
8. Educating the importance of exclusive breastfeeding and continued support of breastfeeding in the hospital.

**EVALUATION:** The WV WIC Program will measure rates of breastfeeding initiation and duration among the WV WIC population using computer-generated reports.

**STATUS:** Funds were provided for peer counselor hours for counseling, as well as visits to birthing hospitals throughout the State. Initiation and duration reports are created routinely to share with Local Agencies using data from the WV Crossroads system. Initiation and duration rates are seen to be increasing at a higher rate in the areas of West Virginia that have a Baby Friendly hospital. We currently have 4 Baby Friendly hospitals – St Mary’s in Huntington (Valley Health WIC), MonHealth in Morgantown (Monongalia WIC), Ohio Valley Medical Center in Wheeling (Wheeling-Ohio WIC) and Berkeley Medical Center (Shenandoah Valley WIC). Two hospitals will be receiving site visits this year – United Health Care in Bridgeport (Monongalia WIC) and Stonewall in Weston (Randolph Elkins WIC).

**This goal is ongoing and will be continued in FY 2020 to help increase breastfeeding rates in the State as well as educating the community about the importance of breastfeeding. For calendar year 2018, initiation was 54.88% and duration was 23.79%%. Duration increased from 23.60% in 2017 while initiation decreased from 54.96%. Projections or target rates for calendar year 2019 are 54.96% and 23.90% for initiation and duration rates respectively.**

## **II. (B). NUTRITION SERVICES**

**2019 GOAL:** To educate families on the 2018 WIC food list choices and ways to utilize those foods.

**METHODOLOGY:** Provide WIC participants access to education, tools, information and support for knowledge on new food list and behavior change. Collaborate with like-minded, creative partners with similar goals.

**EVALUATION:** Local Agencies submit a Nutrition Education Plan for their agency. The Plan is reviewed and approved by the State Nutrition Education Coordinator. Progress is monitored by the State Nutrition Education Coordinator. The West Virginia WIC Program will work with partners, the USDA, and the NWA to provide nutrition education materials, information, ideas, and recipes to be distributed to WIC participants.

**STATUS:** Local Agencies submit a Nutrition Education Plan for their agency. The Plan is reviewed and approved by the State Nutrition Coordinator. The annual Nutrition Education Plan and mid-year progress report will be reviewed to determine if and how the methodology was implemented in Local Agencies.

**This goal is completed for FY 2019 and will be continued for FY 2020.**

## **II. (C). NUTRITION SERVICES**

**2019 GOAL:** The SA will have at least one of the three Local Agencies reapply for the Loving Support Awards.

**METHODOLOGY:** Each Local Agency will be encouraged to apply for the Loving Support Awards, while at least two agencies complete the application process.

**EVALUATION:** One agency received the Loving Support award in 2018 and this was provided by MARO during the WV WIC Conference in August 2018. Two agencies were eligible for Loving Support awards for FY 2019 – Central WIC Agency (Gold Premier due to increased initiation rates) and Mid-Ohio Valley (Gold).

**STATUS:** Central WIC did not elect to apply for the higher level of Gold award due to lack of local Breastfeeding Coordinator covering the agency. Mid-Ohio Valley WIC did complete the application and was approved by the State Interim Breastfeeding Coordinator to receive this award. All eight of the local agency WIC Programs will have attained the Gold Level and three can apply during FY 2020.

**This goal is completed and will be ongoing for FY 2020.**

## **II. (D). NUTRITION SERVICES**

**2019 GOAL:** Collaborate with local health providers on breastfeeding promotion needs via American College of Obstetricians and Gynecologists (ACOG) prescription pad, Medication and Mothers Milk, Pocket Guide to Lactation Management, Academy of Breastfeeding Medicine protocols (available online), CDC Guide to Strategies to Support Breastfeeding Mothers and Babies (available online), West Virginia Breastfeeding Alliance (WVBA) Breastfeeding Toolkit “Making It Work” (available online), Toxnet Fact Sheet (available online – link to Lact Med) and other breastfeeding promotion materials during FY 2019.

**METHODOLOGY:**

1. Local agency Breastfeeding Coordinator will visit the community breastfeeding promotion staff (OB/GYN offices, birthing hospitals, etc.) to provide a packet of WIC and breastfeeding materials to promote collaboration and increase breastfeeding support.
2. Local agency Breastfeeding Coordinator will visit local community OB/GYN’s to gather input for the WV ACOG prescription pad.
  - a. Referral sources will be customized for the 8 local agencies.
  - b. Pads will be printed and distributed to local agency OB/GYN’s, Family Practice and General Practice Physicians.

**EVALUATION:** Education materials for professional staff were provided to Local Agencies to make contact with local breastfeeding providers and collaborate with WIC. Materials provided included: The Little Green Book of Lactation Management (Milk Mob); Hale’s Medications and Mother’s Milk; Breastfeeding 8<sup>th</sup> edition by Lawrence and Pocket Guide for Lactation Management, 3<sup>rd</sup> edition. The ACOG Prescription pad is still under development and will be completed during FY 2020.

**This goal is completed except for the prescription pad and that will be continued for FY 2020.**

## **II. (E). NUTRITION SERVICES**

**2019 GOAL:** Local agencies will implement Pacify statewide by December 30, 2019.

**METHODOLOGY:**

1. Each local agency will receive training on from Pacify concerning use relevance and implementation of the app.
2. Each local agency will train staff and participants to use and implement the Pacify app.
3. Training on Pacify will be provided to all new staff within three months of working in local agency.
4. Staff will maintain and receive updated training on changes in Pacify as necessary.

**EVALUATION:**

1. State agency has been unable to complete agreement with Pacify to date. Will continue to pursue the implementation during FY 2020.
2. State agency will maintain and review training logs to ensure all local agency staff are trained and using Pacify once agreement is complete.
3. Pacify training will be added to local agency training protocols by March 31, 2020.
4. Pacify reports will be used to monitor usage of smartphone app and linked to breastfeeding rates in West Virginia.

**STATUS:** West Virginia has been unable to secure these services through the purchasing system. We will continue to pursue this goal for 2020.

## **II. (F). NUTRITION SERVICES**

**2019 GOAL:** **Make Your Plate MyPlate** - Increase knowledge on ways to incorporate the new WIC foods in relation to the MyPlate food plan. (October 2018 through March 2019).

**METHODOLOGY:**

1. State agency will review local agency materials request and place orders with appropriate nutrition education vendors. Materials will be received and distributed to local agencies before October 1, 2018.
2. Nutrition Education Liaisons will have submitted the 2019 Nutrition Education Plan and Evaluation to State Agency with two state goals and optional one local goal for FY 2019.
3. By October 1, 2018 Local agency staff will use bulletin boards/displays

which encourage the new WIC foods in relation to the MyPlate food plan.

4. Local agency staff, on October 1, 2018 will use state and local agency developed and/or purchased education materials, including posters, handouts, DVD's, recipes and other materials which encourage the new WIC foods in relation to the MyPlate food plan.
5. Nutritionists will facilitate discussions with clients about the new WIC foods in relation to the MyPlate food plan utilizing new Shopping Guide, purchased and locally developed nutrition education materials.

**EVALUATION:** This goal will be completed by the local agencies on September 30, 2019.

## **II. (G). NUTRITION SERVICES**

**2019 GOAL:** **Count Your Colors** - Increase purchases of a variety of fruits and vegetables by WIC families and expand the knowledge on the health benefits of colorful fruits and vegetables. (October 2018 through September 2019).

- METHODOLOGY:**
1. State agency will review local agency materials request and place orders with appropriate nutrition education vendors. Materials will be received and distributed to local agencies before October 1, 2018.
  2. Local agency will use bulletin boards/displays/posters which emphasize the variety of fruits and vegetables with a specific focus on one fruit and one vegetable each month.
  3. Local agency will use state and local agency developed and/or purchased education materials, including posters, bulletin boards, handouts, DVD's, recipes and other materials which focus on one fruit and vegetable each month.
  4. Nutritionists will facilitate discussions with clients about the health benefits of colorful fruits and vegetables.

**EVALUATION:** This goal will be completed on September 30, 2019.

## **II. (H). NUTRITION SERVICES**

**2020 GOAL:** For October 1, 2019 through September 30, 2020, offer to all parents/caregivers of infants, an individualized discussion concerning new infant feeding practices including breastfeeding support and education.

- METHODOLOGY:**
1. During FY 2020, parents/caregivers will be offered new information from USDA Infant Feeding Guide on baby-led weaning, introduction of complementary foods and breastfeeding support.
  2. During FY 2020, the SA will develop packet of materials for local providers concerning WIC focus on nutrition education and breastfeeding of infants. Packet to potentially include: letter from Denise (describing nutritious foods offered through WIC and the changes in nutrition education and breastfeeding support based on USDA Infant Feeding Guide) and a sample of handouts available to parents/caregivers.
  3. Infant nutrition materials from Brush Art will be revised by July 31, 2019 and printed to be available by October 1, 2019.
  4. Infant nutrition materials from other reputable nutrition companies will be approved by the local agency Nutrition Education Liaisons by July 31, 2019 and provided to parents/caregivers on September 1, 2019.
  5. New breastfeeding handout will be developed in conjunction with VisualZ to go with new WV Breastfeeding Banner. Handout will focus on main points from banner (front) and troubleshooting breastfeeding (back).
  6. By August 31, 2019, a letter will be drafted and approved by WV WIC Director for inclusion in WIC packet for Local Agency staff to connect with local providers.
  7. Packets of new infant nutrition and breastfeeding feeding support will be available for local agencies by November 30, 2019.

**EVALUATION:** Education materials will be available for use with parents and caregivers on October 1, 2019. Packets will be prepared and distributed to local providers by September 30, 2020.

## **II. (I). NUTRITION SERVICES**

**2020 GOAL:** For October 1, 2019 through March 31, 2020, offer to all parents/caregivers suggestions for quick and easy weeknight meals using WIC food categories and the NWA 2020 calendar.

**METHODOLOGY:** 1. Beginning October 1, 2019, parents/caregivers will be offered counseling concerning the monthly WIC food category topic provided on bulletin boards and new handout.

2. By August 31, 2019, a new handout will be designed by the SA and local Nutrition Education Liaisons concerning the following WIC food categories covered each month by NWA calendar: milk, eggs, beans, fish, fruits, cheese, yogurt, whole grains (twice), cereal, vegetables and peanut butter.
3. By September 15, 2019, Local Agencies will have access to new bulletin boards, handouts and NWA calendars to focus on a WIC food category each month.
4. By September 30, 2020, local agencies will complete nutrition education of Quick and Easy Foods with focus on WIC and NWA calendar.

**EVALUATION:** Materials will be developed and provided to Local Agencies to offer nutrition education with a focus on Quick and Easy Meals from NWA calendar for FY 2020.

## **II. (J). NUTRITION SERVICES**

**2020 GOAL:** During FY 2020, the Local Agency Breastfeeding Coordinators and the SA Interim Breastfeeding Coordinator, will train all local and state staff on Level 1 of new breastfeeding training. Levels 2 – 4 will be offered to appropriate staff when Level 1 Training is complete.

**METHODOLOGY:**

1. State and local agency staff will attend MARO Breastfeeding Training on June 11-13, 2019.
2. Attendees will develop training plan and calendar to provide Level 1 training to all state and local agency staff the end of FY 2020.
3. Attendees will provide and complete Level 1 Breastfeeding Training by end of FY 2020.

**EVALUATION:** Level 1 Breastfeeding Training will be completed for state and local level staff by end of FY 2020. Levels 2 – 4 Breastfeeding Training will be completed as determined from MARO Breastfeeding Training with implementation to be determined once Level 1 Training is complete.