

WIC Statewide Initiative

The WIC Statewide Initiative is focused on helping stakeholders surround mothers with the support they need to reach their breastfeeding goals.

INITIATIVE UPDATE FOR WIC AGENCIES

Breastfeeding stakeholders - such as hospitals, WIC agencies and local breastfeeding coalitions - have the ability to greatly impact health outcomes in Michigan. Finding ways to engage these stakeholders at the state and local levels has been a crucial part of the WIC Statewide Initiative.

A lot has already been accomplished through this project and, now, Michigan WIC and Coffective are excited to continue the momentum and provide an update as well as next steps. This initiative review includes:

BACKGROUND about WIC's commitment to breastfeeding and foundations for this initiative

GOALS of the initiative and how success will be measured

ACTIVITIES completed so far and what Michigan WIC has done to align their efforts with hospitals' work

FINDINGS gathered from the hospital leader and staff survey reports

NEXT STEPS for WIC agencies to further align their activities and strengthen relationships with hospitals

The ultimate goal of the initiative is to improve care coordination so that breastfeeding stakeholders are able to surround mothers with the support they need to reach their breastfeeding goals. This is achieved by:

- Preparing mothers prenatally to receive evidence-based care in the hospital using consistent messaging
- Implementing evidence-based practices in the hospital using consistent messaging
- Utilizing community organization breastfeeding support services earlier in pregnancy and after discharge



MICHIGAN WIC IS HERE TO HELP

Michigan WIC cares about the health of Michigan families. WIC serves 53% of all infants in the state and provides a range of services that are shown to have a positive effect on pregnancy outcomes, child growth and development. These services include:



WIC understands that breastfeeding has an important role in improving public health outcomes, but knows there are many barriers that can prevent families from reaching their breastfeeding goals. These barriers cannot be addressed by WIC or any one group alone – but WIC is here to help.

SURROUNDING WITH SUPPORT

Mothers can achieve greater success with breastfeeding when they are surrounded with support at every stage of care.

WIC is committed to supporting the work of other stakeholders, particularly hospitals.

That is why Michigan WIC has made a commitment to identify opportunities and implement strategies to strengthen WIC's role in coordinating with and supporting the work of other stakeholders, particularly hospitals.

When WIC supports these stakeholders, a mother's care team can better support her.

When WIC supports these stakeholders, a mother's care team can better support her. Whether it is the first prenatal visit or months after hospital discharge, mothers who are surrounded by support can reach their breastfeeding goals.

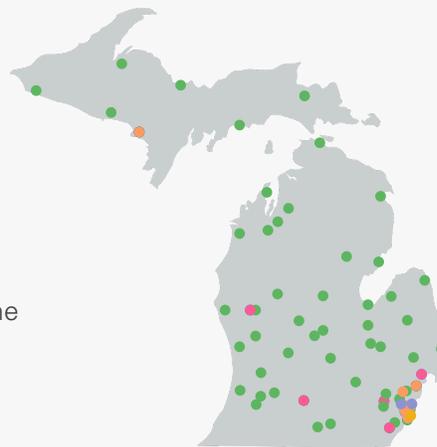




LAYING THE FOUNDATION

An array of breastfeeding stakeholders around the state were engaged in projects and initiatives that laid the foundation for WIC's future work.

- **Michigan WIC Five-Community Pilots**, supported by the W.K. Kellogg Foundation, worked with WIC agencies, birthing hospitals and home visiting organizations
- **MDHHS Hospital Mini-Grants** with eight Michigan hospitals and their local breastfeeding coalitions
- **Detroit Collective Impact Initiative** with birthing hospitals, WIC agencies, hospital affiliated prenatal clinics home visiting programs and other community partners
- **Michigan WIC Rollout** of Coffective training and tools



WIC examined lessons learned from these foundational projects and discovered three key takeaways:

- Stakeholders have shared goals, but are “speaking a different language”
- Stakeholders have an interest in a broader, more collaborative approach to improving breastfeeding rates
- Community coordination can be improved in two main areas: prenatal education and support after discharge

From there, WIC was ready to take the next step to strengthen its activities in a larger statewide project: the WIC Statewide Initiative.

WHAT DOES SUCCESS LOOK LIKE?

Based on previous initiatives, WIC discovered that “surrounding with support” means that mothers hear consistent messages at every stage of care in order to be appropriately prepared for her hospital experience and beyond. To facilitate this, the WIC Statewide Initiative was designed around three main goals:



CONSISTENT MESSAGING

Prepare mothers to receive evidence-based care in the hospital by providing them with consistent messaging prenatally, particularly at WIC.



EVIDENCE-BASED CARE

Hospitals deliver evidence-based practices to mothers who are prepared to receive such practices.



COMMUNITY SUPPORT

Increase utilization of community organization breastfeeding support services, specifically WIC, earlier in pregnancy and after discharge.

Success ultimately means increasing breastfeeding rates and building WIC caseload by enhancing care coordination and staff knowledge within local WIC agencies and their associated hospitals.



ROLLOUT OF ACTIVITIES

WIC is committed to designing initiatives that meet the needs and interests of many stakeholders. Thus, rollout of the initiative consisted of several activities that aligned the initiative's goals with the needs and interests indicated by WIC agencies, hospitals and local breastfeeding coalitions. Completed initiative activities include:



RESOURCES TO ENCOURAGE ENGAGEMENT

Supplied information to recruit and engage stakeholders in the initiative, leading to kick-off webinars and outreach to others in the community.

KICK-OFF WEBINARS & SURVEYS

Provided an introduction about the initiative for hospitals, WIC agencies and breastfeeding coalitions. Surveys gathered information about partner organizations' existing activities, interest in initiative participation and potential next steps.

HOSPITAL LEADER & STAFF SURVEYS

Gathered information about:

- Current hospital practices
- Staff perceptions of mothers' willingness and preparedness to receive evidence-based care
- Staff perceptions of relationships with community organizations
- Interest in broader collective impact and quality improvement efforts

WIC'S ALIGNMENT WITH HOSPITALS

To further show its commitment to supporting the work of other stakeholders and improving care coordination, Michigan WIC has taken steps and will be implementing strategies to align its efforts with hospitals' work, including:



INDICATING INTEREST

WIC leadership have completed surveys that indicate their perceptions of relationships with other stakeholders and interest in broader collective impact efforts.



TRAINING STAFF

WIC staff have been educated on evidence-based maternity care practices by completing 5 hours of online training.



IMPLEMENTING TOOLS

WIC staff have begun implementing evidenced-based tools that support their training and provide consistent breastfeeding messaging.



SHARING NEEDS

WIC leadership will be articulating to staff the insight received from the hospital surveys about the practices hospital staff wish mothers were better prepared to receive.

LEARNING ABOUT HOSPITAL NEEDS & INTERESTS

WIC heard tremendous enthusiasm about the initiative from stakeholders, particularly hospital leadership and staff. From the hospital leader survey findings, Coffective developed thoughtful questions for the hospital staff survey to pull out each hospital's interests and needs. The hospital leader and staff survey reports had three key takeaways:



Better Prenatal Preparation for Mothers

The most requested topics that hospital staff wished mothers were more prepared for prenatally that would improve breastfeeding outcomes were:

- Limiting visitors
- Basic breastfeeding knowledge
- Having an engaged champion



Interest in Staff Education & Physician Engagement

Staff indicated a strong interest in learning more about WIC and participating in quality improvement activities, particularly webinars on such topics as:

- Staff education
- Physician engagement
- Patient preparedness
- Quality improvement methods



Lack of Staff Knowledge & Referral to Community Resources

- Staff underestimated WIC income qualifications by 37%.
- Only 21% of hospital staff members refer all mothers to WIC, 44% only refer those they believe qualify and 35% don't refer anyone.
- About 45% of hospital staff did not know that breastfeeding mothers received more food from WIC than formula feeding mothers.

WHAT'S NEXT FOR HOSPITALS?

- **Hospital Report:** Hospitals will be provided tools to help them create a plan for turning the data from their hospital report into a plan for change.
- **Action Plan:** Each hospital will receive an Action Plan along with the report, which they can use to commit to concrete steps and timelines for implementing quality improvement in their facility. Hospitals will then be encouraged to submit the completed Action Plans to Michigan WIC to order materials and demonstrate their commitment.

The chart below illustrates how hospital action steps will align with the goals of this initiative and address the needs and interests indicated in the hospital reports.



NEXT STEPS FOR WIC AGENCIES

Encourage your WIC staff to further strengthen their relationships with hospitals and align their efforts with hospitals' next steps based on the three initiative goals with these **easy steps**:



SHARE REPORT

Share the Hospital Reports with your WIC staff so they can learn which practices hospitals wish mothers were more prepared to received.



REFRESH SKILLS

Ensure staff is trained/refreshed on maternity care practices and is counseling effectively by making sure they've completed their online training.



REAFFIRM TOOLS

Reaffirm the importance of the Coffective tools in preparing moms for the hospital. Make sure posters are displayed and staff is providing moms the handouts.



PREPARE MOMS

Have staff prioritize their conversations with moms based on report findings in order to better prepare mothers prenatally for the hospital.