

# Executive Summary

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

## GOAL

To increase caseload and improve breastfeeding rates by improving coordination and increasing knowledge between local WIC agencies and their associated hospitals.

## OBJECTIVES

- **Increase Referrals to WIC:** Increase the number of hospitals and prenatal clinics that refer patients to WIC
- **Educate Hospitals about WIC:** Increase knowledge among hospital staff and members of the community about WIC with a specific emphasis on income qualifications
- **Align WIC's Work with Hospitals:** Increase WIC staff knowledge of their associated hospital practices and which practices face the most resistance from patients
- **Have Mothers Receive Evidence-Based Care:** Increase breastfeeding rates by having mothers receive evidence-based prenatal education and Baby-Friendly practices in the hospital
- **Engage Breastfeeding Coalitions:** Engage local breastfeeding coalitions to promote WIC's services and streamline efforts among all breastfeeding stakeholders

## ACTIVITIES

### Kick-Off Webinars & Surveys

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

### Comprehensive Toolkits

Supplied links and descriptions for all of the materials needed for stakeholders to participate in the initiative.

### Hospital Leader & Staff Surveys

Data from the hospital leader & staff survey reports demonstrated a strong need for and interest in tools to improve referrals and staff education of community resources. In addition to a strong interest in improving referrals, hospital leaders were interested in tools to improve consistency of breastfeeding messaging and implementing quality improvement activities.

### Hospital Reports & Action Plans

The goal of these documents is to turn the data and interest into action! The action plan document walks hospitals through specific activities they can complete to improve referrals and educate their staff. The action plan helps hospitals utilize data from the hospital report to communicate with hospital administration and staff about the need to complete these activities.

### Referral Materials

Educates staff and patients about WIC breastfeeding support services, food package benefits, income qualifications and, for staff, how to integrate referrals into electronic medical records and workflow. Includes

- Brochures
- Referral training video
- Posters targeting staff and patients

## KEY HOSPITAL STAFF SURVEY TAKEAWAYS

### Better Preparation for Mothers

The most requested topics that staff wished mothers were more prepared for that would improve breastfeeding outcomes were limiting visitors, basic breastfeeding knowledge and having an engaged champion.

### Staff Education & Physician Engagement

Staff indicated 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 and quality improvement methods.

### Lack of Knowledge & Inadequate Referral

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

## INITIAL OUTCOMES

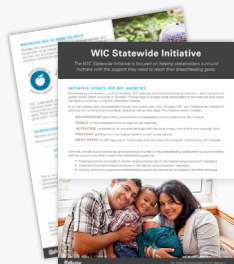
- Hospitals and prenatal clinics requested and disseminated WIC referral materials.
- Hospitals have integrated WIC referrals into their Electronic Medical Record Systems to prompt staff to make referrals at discharge.
- Insight from the report has been integrated into the state health department's statewide breastfeeding plan.
- Hospitals have applied for funding from the state health department to implement quality improvement activities that will align with WIC's breastfeeding activities and support implementation of Baby-Friendly practices.

## CONCLUSION

The project demonstrated the need to go beyond hospital leaders to engage individual hospital staff in order to ensure appropriate knowledge about WIC services and consistent referrals. A key takeaway is that leadership and staff are interested in completing these activities. This interest can be capitalized on through specific, concrete actions. In addition, using this project as an opportunity to gather baseline data about interest in other breastfeeding activities, particularly quality improvement, was beneficial as this informed other local and statewide projects and ensured that their activities would align with activities completed by WIC.

## LEARN MORE ABOUT THE INITIATIVE

Find out more about the WIC Statewide Initiative by reviewing these associated documents:



### STATEWIDE REPORT

Overviews initiative background, goals, activities and findings as well as next steps for hospitals & WIC agencies



### HOSPITAL REPORT

Shows hospital staff perceptions on current practices, mother preparedness, community referrals, & interest in quality improvement



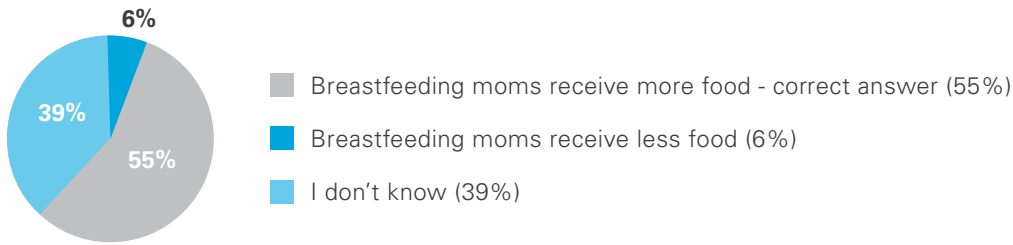
### HOSPITAL ACTION PLAN

Provides concrete next steps based on needs & interests outlined in report data to help hospitals create a plan for change

## HOSPITAL STAFF SURVEY KEY FINDINGS: KNOWLEDGE OF WIC

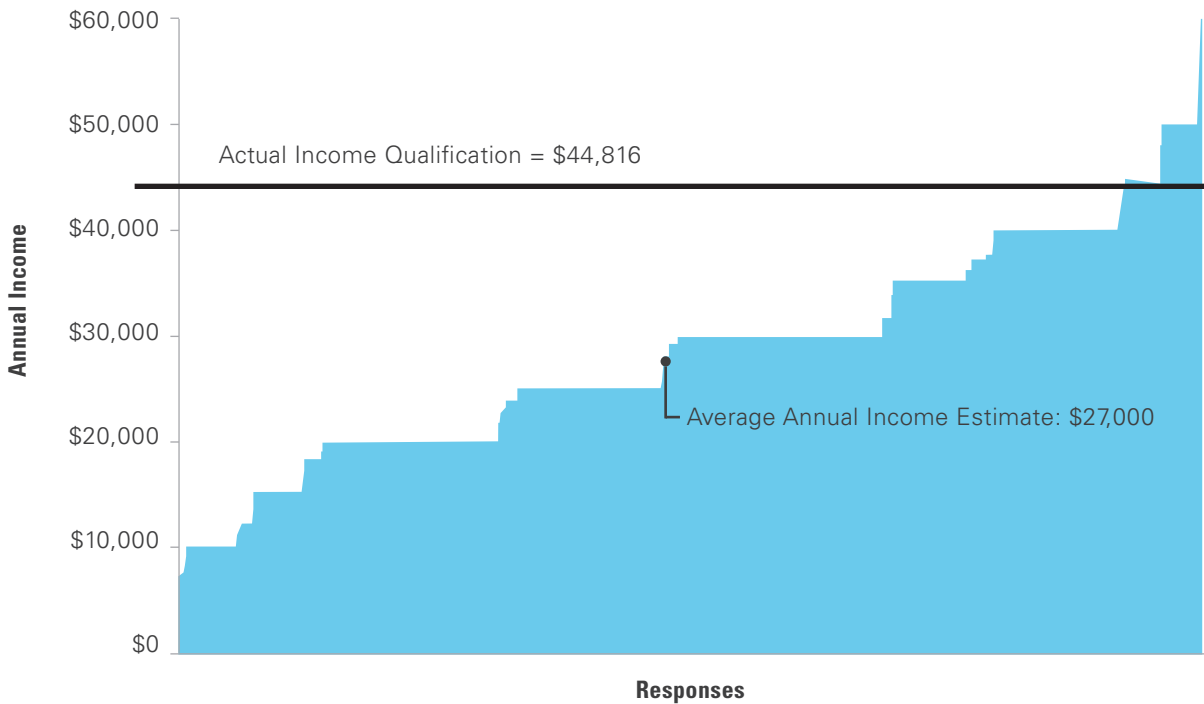
### Hospital Staff Response to True or False:

"Breastfeeding and formula clients receive the same amount of food from WIC."



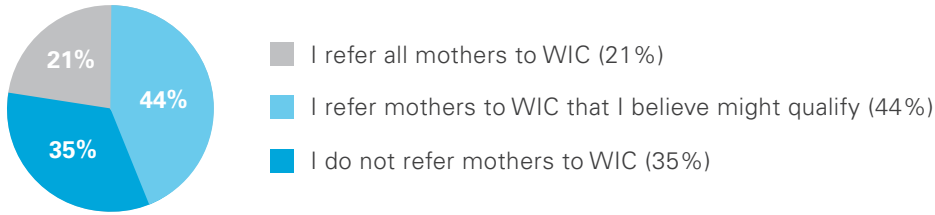
### Estimate of WIC Income Qualification for Pregnant Women + 2 Others in Household

All Responses

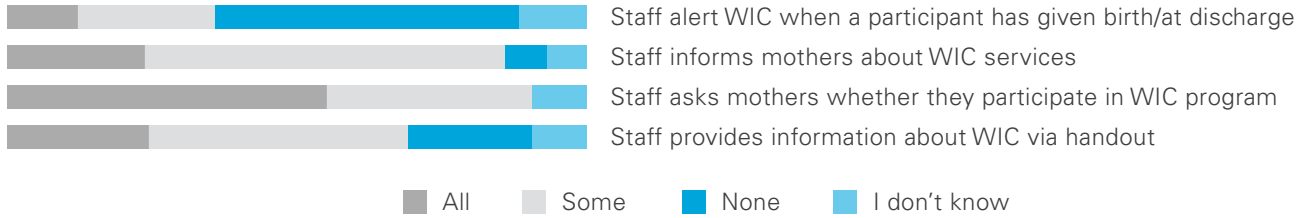


# HOSPITAL STAFF SURVEY KEY FINDINGS: REFERRALS

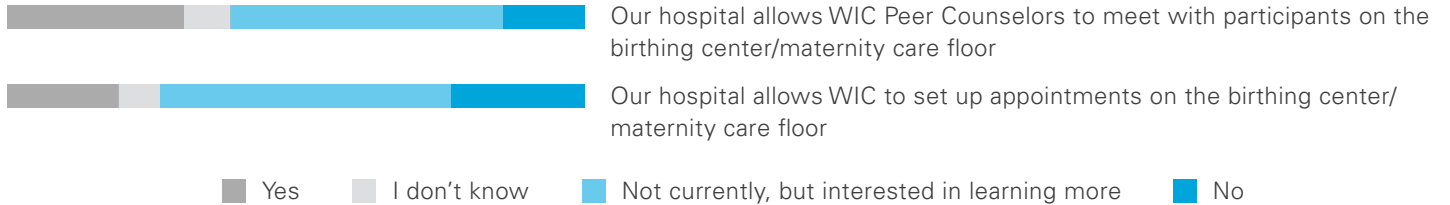
## Staff Referrals to WIC



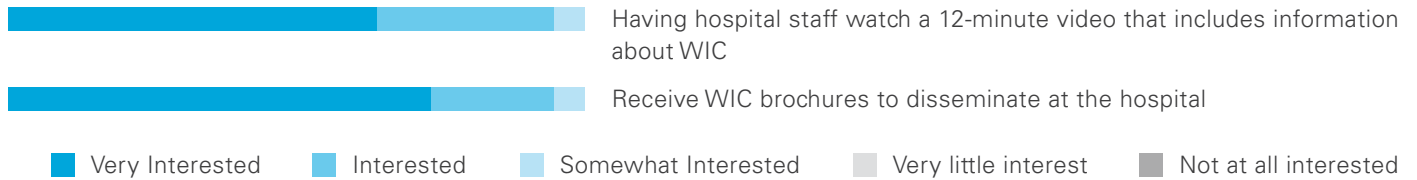
## Referrals to Birth Center



## Coordination with WIC

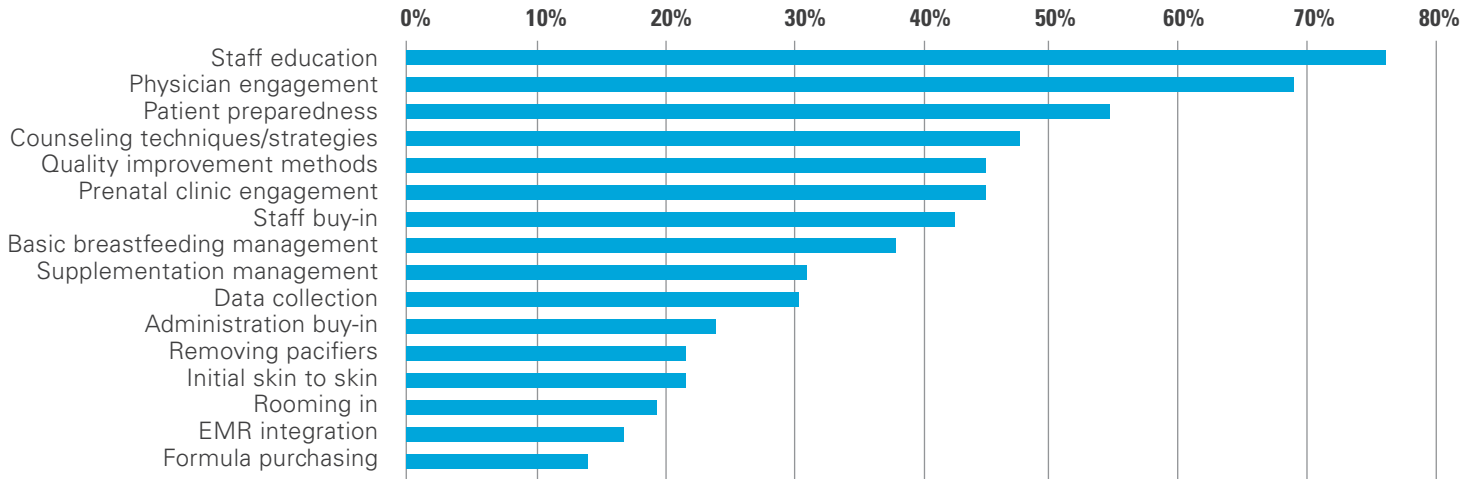


## Willingness to Take Action to Improve Referrals

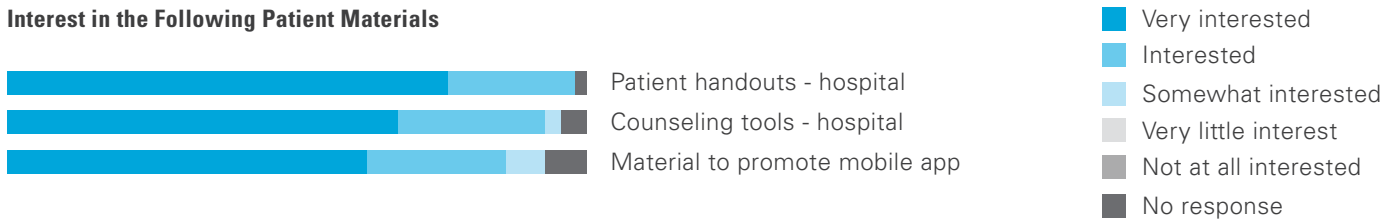


# HOSPITAL LEADERSHIP & STAFF SURVEY KEY FINDINGS: STAFF EDUCATION

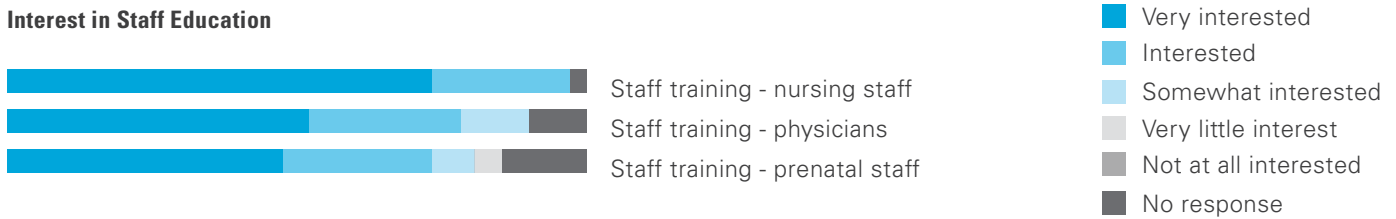
% of Respondents Who Expressed Interest in each of the Following Webinar Topics



## Interest in the Following Patient Materials



## Interest in Staff Education



## Interest in Community



## Interest in "Environment" Items

