Unit 1

Understanding New Parents: Costumer Service and the Role of the Support Staff

You will learn to:

- Recognize the importance of quality customer service.
- Provide quality customer service.
- Resolve conflict appropriately.
- Determine when to ask for help when working with breastfeeding moms.

Importance of Customer Service

The success of the WIC program is dependent on quality customer service, health improvements for WIC families, and cost effective performance. The WIC program relies on you, its staff, to meet the needs of its customers through quality services. WIC families are our customers. Quality customer service can affect caseload and program effectiveness. If WIC staff provide poor customer service, WIC families may suffer. They may not come back to the clinic, therefore missing an opportunity to receive: health assessments; nutrition education and other useful information; referrals to other services; and nutritious foods. Good customer service is more cost effective, meaning it helps prevent missed appointments and encourages WIC families to use it services and improve their health outcomes.

Exceptional Customer Service

You should strive to provide exceptional customer service by:

- Anticipating the customer's needs.
- Trying to understand what the customer is thinking.
- Meeting and exceeding the customer's highest expectations.

Try to see things the way a WIC family does.

Meeting Basic Customer Needs

When working with a WIC family, try to anticipate and meet their needs. Customers typically have four basic needs. They need to feel: welcome, understood, important and comfortable. Below are some strategies for meeting these needs.

Need	**Suggestions**
Welcome	• Be friendly • Greet the family • Introduce yourself • Use a positive tone of voice
Understood	• Listen carefully • Repeat or rephrase to make things clearer
Important	• Refer to the WIC family by name • Show interest in the family • Answer questions • Thank the family for coming
Comfortable	• Explain what to expect • Show concern

Resolving Conflict

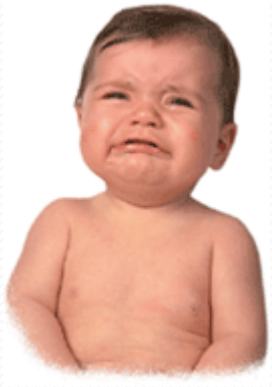
Resolving conflict means finding a solution that is agreeable to the participants when a disagreement or problem occurs. When resolving conflict with WIC families, remember to:

- Always stay calm.
- Deal with the feelings and then deal with the problem.

Steps 1 - 2 for Resolving Conflict

There are six basic steps to resolving a conflict.

1. Stay calm.
   - Think before you talk.



2. Deal with the person's feelings first.
   - Listen to the person's whole story.
   - Do not interrupt.
   - Put yourself in the person's place.
   - Use words such as "I see" or "I can understand how you must feel."
   - Do not become defensive.

Steps 3 - 5 for Resolving Conflict

3. Ask questions.
   - Ask if it's ok to get more information.
   - Ask questions to make sure what you hear is correct.
4. Give feedback.
   - Restate what you think the person is thinking, in your own words. For example, "It sounds like you were very disappointed with the way your appointment went."
5. Summarize the problem.
   - Describe what you think the problem is.
   - Describe the person's concern.
   - Check to see if you have described the person's situation accurately.

Step 6 for Resolving Conflict

6. Deal with the problem.

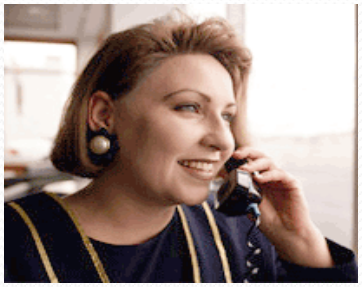
- Find out what the person wants. Use words such as, “What would you like us to do?”
- Suggest alternatives. If you cannot do what the person wants, offer actions you can take.
- Try to reach a realistic compromise. If you cannot resolve the problem, find someone who can help you.
- If the problem was caused by the WIC program or local health unit, admit the error and apologize.
- Agree on a solution.
- Start on the solution and explain what will happen.

Remember the six steps are stay calm, deal with the person’s feelings first, ask questions, give feedback, summarize the problem and deal with the problem.

Customer Service

As a support colleague, you are in a position of power to get help for the breastfeeding mother. How can you be helpful to a WIC mother?

- Acknowledge the WIC mother's breastfeeding concern and refer her to the CPA, breastfeeding peer counselor, or the breastfeeding help line at 1-800-445-6175.
- If the WIC mother needs to be certified as breastfeeding, you can help by working her into the WIC clinic schedule. If this is not possible, then schedule an appointment within the next few days, you should check with the nearest health unit for an appointment.
- The most important thing is to show sincere empathy for the mother's situation and not leave her feeling helpless.



Asking for Help

- It is ok to ask for help!
- You may need to ask for help when you are:
  - Sick
  - Not sure how to handle a situation
  - Dealing with someone who may be violent
  - Trying to resolve conflict and cannot reach a solution
  - Needing help from someone with special skills
- When you need help, go to the person your clinic recommends. Ask your supervisor about the appropriate procedures for seeking help in your clinic.

Review Question 1

The success of the WIC Program depends on _____?

- a. Customer service.
- b. Health outcomes.
- c. Cost effectiveness.
- d. All of the above.

Feedback Question 1

Correct!

The success of the WIC program is dependent on quality customer service, health improvements for WIC families, and cost effective performance.

Review Question 2

What are two key elements in resolving conflict?

- a. Stay calm and deal with the feelings before the problem.
- b. Get angry and tell the other person to leave.
- c. Smile and state your solution to the problem without the other person's input.
- d. Listen to what the person has to say but do what you want anyway.

Feedback Question 2

Correct!

The six steps to resolving conflict are: **stay calm, deal with the person's feelings first, ask questions, give feedback, summarize the problem, and deal with the problem**.

- Listen to the person's whole story.
- Think before you talk.
- Do not interrupt.
- Put yourself in the person's place.
- Use words such as "I see" or "I can understand how you must feel."
- Do not become defensive.

Review Question 3

The six steps to resolving conflict are: stay calm, deal with the person's feelings first, ask questions, give feedback, summarize the problem, and _____.

- a. Call your supervisor.
- b. Deal with the problem.
- c. Provide your solution.
- d. Listen to what the person has to say but do what you want anyway.

Feedback Question 3

Correct!

The six steps to resolving conflict are: **stay calm, deal with the person's feelings first, ask questions, give feedback, summarize the problem, and deal with the problem**. Find out what the person wants. Use words such as, "What would you like us to do?" Suggest alternatives. If you cannot do what the person wants, offer actions you can take. Try to reach a realistic compromise. If you cannot resolve the problem, find someone who can help you. If the problem was caused by the WIC program, admit the error and apologize. Agree on a solution. Start on the solution and explain what will happen.

Summary

Quality customer service is an important part of the WIC program. In order to provide quality customer service, remember to make the WIC family feel welcome, understood, important and comfortable. The ability to resolve conflict is also important. The six basic steps to resolving a conflict are: stay calm, deal with the person's feelings first, ask questions, give feedback, summarize the problem and deal with the problem. Remember to try to see things the way the WIC family does. You will then be able to show sincere empathy for the family's situation and be able to appropriately address any issues or concerns. Also, know when you need to ask for help and who to go to in your clinic.

Unit 2

Promoting Breastfeeding in the Local Health Unit

You will learn to:

- Identify sources of information to be used in creating an environment that supports breastfeeding.
- Identify infant formula advertising strategies.
- Create an environment in your health unit that supports breastfeeding.

Benefits of Breastfeeding

Breastfed babies are healthier, have fewer infections and fewer visits to the doctor. Research suggests that breastfed infants have enhanced intelligence and greater academic success. Breastfeeding provides the mom with significant health and emotional benefits. It also saves money.

Your Role in Breastfeeding Promotion

Though many mothers know the benefits of breastfeeding, a significant number still choose to formula feed their babies. Many factors affect a mother's decision on how she will feed her baby. Most women want the best for their children and will implement the best care practices based on current knowledge. Therefore, it is important for you to promote breastfeeding to expectant mothers, and to support new moms by providing resources and referrals when they need help with breastfeeding questions and concerns. Helping moms make informed decisions about how they will feed their families is an important goal of the WIC Program. **Every colleague can promote breastfeeding**.

Promotional Materials

It is important to do your part to provide WIC mothers with accurate information and a supportive environment that encourages breastfeeding. One way to provide support for breastfeeding is by having educational and promotional materials at your clinic. There are a variety of pamphlets and posters that you can order from Central Supply. Central Supply stores a variety of pamphlets and other supplies that you can order if your clinic does not have them already.

Resources You Should Have in Your Clinic

Educational and promotional pamphlets are available in both English and Spanish, as well as, other support materials and supplies. After completing this unit, print a copy of Breastfeeding Pamphlets and Supplies Guide. Use this guide to review what you have available in your clinic. Order additional materials from Central Supply, if needed. If you do not find what you are looking for you can call the WIC Breastfeeding Help line at 1-800-445-6175. You may also visit our intranet site: to view the list of educational materials.

Influence of Advertising

Our environment has a strong impact on the decisions we make. Research shows the power of advertising. Advertising techniques incite recognition and familiarity. They appeal to emotions and beliefs that can persuade people to buy the product. Companies often use logos to represent their products. These logos have a very powerful effect on thought processes. When we see an effective logo, even without a name or message attached, we're immediately reminded of the product or company. We are easily taken-in by clever marketing tactics without even being aware of it. See if you can recognize the following products or companies by looking at their logos.

1.

2.

3.

4.

5.

Influence of Advertising

Logo Answers

1. Kentucky Fried Chicken
2. Gerber
3. Pepsi
4. Nike
5. Mercedes Benz

Infant Formula Advertising

Formula companies have learned these same powerful advertising techniques to sell their products. We are easily taken-in by the clever marketing tactics. Research studies have shown the following regarding advertising: 1. Mothers who switched from breastmilk to formula were more likely to have received formula containing gift packs by mail or from the hospital; and 2. Women who received commercially sponsored educational materials (pamphlets, books, flyers) during pregnancy were more likely to stop breastfeeding earlier than women who received materials that were free of formula advertising.

Formula Logos

Logos for formula companies are purposefully placed on products such as educational booklets, gifts and tools for health professionals and parents. Companies place logos on pamphlets, videos, posters, books, pens, pencils, notepads, coffee mugs, emery boards, nametag holders etc. When individuals carry or display products with these logos or names they are advertising for the formula company. This does not support breastfeeding.

This logo is used by Abbott, the company that makes Similac formula.

A chick or rabbits is the logo used by Mead Johnson, the company that makes Enfamil formula.

Examine How Your Clinic Supports Breastfeeding

Take a few minutes and look around your office, clinic and waiting room. Make a list of items that would impact breastfeeding in a negative or positive way. Discuss your findings with your colleagues and together make changes to create a more positive breastfeeding environment. This exercise will raise awareness about: 1) How formula advertising can influence an individual's thinking; and 2) Subtle ways that items in the clinic or on desks may be unintentionally promoting formula feeding. When health clinic environments are free of formula advertisements and utilize pro-breastfeeding materials, customers get the message that breastfeeding is encouraged and supported.

Providing Assistance

Occasions may occur when you are the only person at the health unit and a person walks in or calls in need of assistance. Being prepared with a list of resources is helpful. Every local community will vary in the specific resources they will have for breastfeeding assistance. However, there are some basic resources that can provide some help. Remember to contact your WIC CPA, or breastfeeding peer counselor. If that person is not available, you can call the Arkansas WIC Breastfeeding help line at 1-800-445-6175. You could also go to the website: www.healthy.arkansas.gov/programsServices/WIC/breastfeeding for information.

Review Question 1

When a health clinic _____, parents are more likely to get the message that breastfeeding is encouraged and supported.

- a. uses breastfeeding promotional materials
- b. is very clean
- c. always directs participants to talk to the nurse
- d. makes sure participants keep their appointments

Feedback Question 1

Correct!

It is important to do your part to provide WIC mothers with accurate information and a supportive environment that encourages breastfeeding. One way to provide support for breastfeeding is by having educational and promotional materials at your clinic. When health clinic environments are free of formula advertisement and utilize pro-breastfeeding materials, customers get the message that breastfeeding is encouraged and supported.

Review Question 2

Who can promote breastfeeding in the local health unit?

- a. Nurses
- b. Nutritionists
- c. Home economists
- d. Every colleague

Feedback Question 2

Correct!

Every colleague can promote breastfeeding. Most women want the best for their children and will implement the best care practices based on current knowledge. Therefore, it is important for you to promote breastfeeding to expectant mothers, and to support new moms by providing resources and referrals when they need help with breastfeeding questions and concerns. Helping moms make informed decisions about how they will feed their families is an important goal of the WIC Program.

Summary

Both mom and baby receive many advantages through breastfeeding. Breastfeeding has physical and developmental benefits for the baby, benefits for the mom and for the entire family. Infant formula advertising can greatly influence parental decisions. When health clinic environments are free of formula advertisement and utilize pro-breastfeeding materials, customers get the message that breastfeeding is encouraged and supported. Promote breastfeeding in your clinic by providing breastfeeding materials and supporting the parents. It is important to do your part to provide WIC mothers with accurate information and a supportive environment that encourages breastfeeding.

Unit 3

Responding Appropriately to Breastfeeding Questions

You will learn to:

- Provide supportive responses to questions commonly asked by WIC moms about breastfeeding.

Importance of Responses

This chapter will discuss ways to use questions moms ask about breastfeeding as an opportunity to promote breastfeeding. Because you are often the first contact an expectant or new mother had with the health clinic, it is important that you are able to provide her with appropriate educational materials about breastfeeding or refer her to a WIC CPA or breastfeeding peer counselor.

1. Common Situations & Responses

Many WIC moms come into the clinic wanting to update their food package by adding or increasing formula. Read the following statements and think of how you might respond.

WIC Mom: “I need to change my baby to formula because I’m going to quit breastfeeding.”

Staff : “Are you having some trouble with breastfeeding? Let me refer you to the WIC CPA or breastfeeding peer counselor.” You may want to provide the mother with the number to the Breastfeeding Help Line.

2. Common Situations & Responses

Read the following common concern and the appropriate response.

WIC Mom: “I’m not making enough milk.” Or she might say, “My milk is not rich enough.”

Staff : “A lot of mothers worry about making enough milk.” Or you might say, “One of our trained counselors can help you figure out what might be happening and help you to increase your milk.” Then, you would refer the mother to a WIC CPA or breastfeeding peer counselor in the clinic.

3. Common Situations & Response

Many pregnant WIC moms may make statements indicating that they have not decided about whether or not they want to breastfeed. Read the following hypothetical dialogue.

WIC Mom: "My husband wants me to breastfeed, but I don't think it's such a good idea."

Staff: "Why do you think it is not a good idea?"

WIC Mom: "I don't have a good diet."

Staff: " A lot of women worry about their diet. A perfect diet is not required to ensure that the milk is good."

WIC Mom: " I like to have a glass of wine sometimes, and I won't be able to."

Staff: " I've heard our counselors say an occasional drink may not be a problem. One of our counselors can talk to you about how to do it safely.

4. Common Situations & Responses

The pregnant WIC mom may have other concerns that are affecting her decision to breastfeed.

WIC Mom: “My breasts are too small; my baby will starve.”

Staff: “That’s a common belief. However, breast size doesn’t matter; it doesn’t determine how much milk you produce.”

WIC Mom: “I heard the new formulas are just as good or better than breastmilk.”

Staff: “Formula is the next best thing, but it only has the nutrients we know about. A mother’s milk has everything the baby needs so there’s no guessing on the ingredients.”

5. Common Situations & Responses

WIC Mom: “It’s so much easier just to give the baby a bottle.”

Staff: “Breastfeeding may not seem easy in the beginning when the mother and the baby are both trying to learn. Once the two figure it out and get used to it, many mothers find it easier than washing and preparing bottles or getting up at night to warm one.”

WIC Mom: “Did you breastfeed your baby?”

Staff: (Be honest.) You might say, “Yes, I did.” Or you might say, “I didn’t know much about breastfeeding when I had my baby, so I chose to give him/her formula. Now that I know more, I would choose to breastfeed.”

6. Common Situations & Responses

Some women may simply be seeking information.

WIC Mom: “I’m thinking about breastfeeding and want some information to read.”

Staff: “We have pamphlets and handouts as well as videos to view about breastfeeding. You can also ask questions on our state’s toll free Breastfeeding Help Line at 1-800-445-6175.” You would then refer her to see a WIC CPA or breastfeeding peer counselor.

7. Common Situations & Responses

Some women will want a breast pump.

WIC Mom: “I want an electric pump for when I have my baby.”

Staff: “After you deliver, we must re-certify you for WIC as a breastfeeding woman. At that time our counselor will determine if your situation meets our policy requirements for an electric breast pump.”

8. Common Situations & Responses

WIC mom: “My baby is at Children’s Hospital because he was born early, so I need to get a pump.”

Staff: “I know you need to get a breast pump right away, so let me check to see if we can get you certified today as a breastfeeding woman and get you a pump.”

Review Question 1

If a WIC mom comes into the clinic asking for a breast pump, how should you respond?

- a. Tell her that she needs to be certified as breastfeeding.
- b. Gather additional information on the mother's situation.
- c. Refer her to the WIC CPA or breastfeeding peer counselor.
- d. All of the above.

Feedback Question 1

Correct!

Before obtaining a breast pump, the mother must first be re-certified for WIC as a breastfeeding woman. You will need to get further information on the mother's situation and refer her to a WIC CPA or breastfeeding peer counselor.

Review Question 2

If a WIC mom says, “I need to change my baby’s food prescription to get formula because I am going to quit breastfeeding,” how would you respond?

- a. Say nothing and change her food prescription
- b. Tell her that she is making a big mistake.
- c. Tell her that it is not possible.
- d. Ask her if she is having trouble with breastfeeding and then refer her to the CPA or breastfeeding peer counselor to address her issues.

Feedback Question 2

Correct!

Ask her if she is having trouble with breastfeeding and then refer her to the CPA or breastfeeding peer counselor to address her issues. You may want to provide the mother with the number to the Breastfeeding Help Line – 1-800-445-6175.

Review Question 3

A WIC mom comes into the clinic and says that she is afraid her baby is not getting enough milk so she wants to get formula, too. How would you respond?

- a. Tell her not worry about it.
- b. Say “That is a common concern. One of our trained counselors can help you figure out what might be happening. Let me see if one is available.”
- c. Say “That is a common concern, but you should just go home and don’t worry about it.”
- d. Tell that she must be mistaken because every mother can produce enough milk if she is breastfeeding properly.

Feedback Question 3

Correct!

Concerns about the amount of milk mom produces is a common concern. Reassure her that many moms feel this way and refer her to the CPA or breastfeeding peer counselor to address her concerns. You may want to provide the mother with the number to the Breastfeeding Help Line – 1-800-445-6175.

Summary

You are often the first contact an expectant or a new mother has with the health clinic. You should be able to provide her with new mom with educational materials about breastfeeding or refer to a WIC CPA or breastfeeding peer counselor.

Unit 4

Breast Pumps for WIC Moms

You will learn to:

- Identify the eligibility criteria for breast pumps provided by the Arkansas WIC Program.
- Identify the types of breast pumps used in the Arkansas WIC Program.
- Identify how breast pumps are issued to qualified WIC families.

Things to Know about Issuing Breast Pumps

To be helpful to moms needing a breast pump there are a few things you need to know:

- A woman must be WIC certified as Breastfeeding in order to be eligible for a pump. Being on WIC during pregnancy does not qualify her as breastfeeding unless she is recertified after delivery.
- Most women asking for a pump, especially those with a premature infant or those having problems, need a pump right away.
- Breast pumps must be issued by a WIC CPA (nurse, nutritionist or home economist) or breastfeeding peer counselor.

Pumps Available through AR WIC

The Arkansas WIC Program purchases breast pumps for all mothers with a variety of needs who are certified as breastfeeding. Every local health unit should be prepared to meet the breastfeeding mother's needs by maintaining a supply of breast pumps from Central Supply. The following slide shows the types of pumps that are available through WIC. Become familiar with them. Talk with the WIC CPAs and breastfeeding mother's need by maintaining breastfeeding peer counselors at your local health unit to learn more about the pumps that are used.

Be familiar with where they are stored and the process for ordering and dispensing breast pumps. A printable list of pumps with pictures is available in the PDF document titled "Breast Pump Guide"

Manual or Hand Pump

MANUAL OR HAND PUMP

- For occasional or short term pumping. (such as stay-at-home moms, mild engorgement, short separations etc.)
- Unit contains a standard 24 mm shield (flange) and a 27 mm shield option.
- Not intended for reuse, not to be returned.
- Order # CL – 141

Personal Double Advanced Electric Pump

PERSONAL DOUBLE ADVANCED ELECTRIC PUMP

- Issue to mothers of premature infants or infants with serious or chronic medical problems, mothers returning to work or school and breastfeeding complications when no Lactina loaner pump is available.
- Unit contains a standard 24mm shield (flange) and a 27 mm shield option.
- Not intended for reuse, not to be returned.
- Order # CL - 147

Lactina Pump

LACTINA (DOUBLE ELECTRIC PISTON) PUMP

- Loan for short-term medical complications of mother or infant (i.e., severe engorgement, nipple trauma, temporary latch-on problem, surgery separation etc.)
- Reusable loaner pump; property of LHU. Must be cleaned with 1:10 bleach solution after each loan.
- Not available in all counties.
- Order collection kit # CL - 139

Questions about Breast Pumps

It is not only important to be able to identify breast pumps, but staff should also be aware of the intended use for each one. The following slides provide frequently asked questions and answers regarding breast pumps.

Frequently Asked Questions About Pumps

Question	Answer
1. Does the health department provide breast pumps?	The Arkansas Department of Health's WIC Program provides breast pumps for eligible WIC participants.
2. Who is eligible to receive a breast pump?	WIC participants who are certified as a breastfeeding woman are eligible for a breast pump from WIC.
3. Who can issue breast pumps?	Breast pumps can be issued to eligible participants by WIC CPA's (nurses, nutritionists, & home economists), breastfeeding peer counselors.
4. When can a breast pump be issued?	Breast pumps should only be issued after delivery to breastfeeding WIC certified women. Pregnant women should not receive breast pumps.

Frequently Asked Questions About Pumps

Question	Answer
5. Which pump can be issued to which mother?	All mothers certified as either exclusively or partially breastfeeding are eligible to receive a breast pump: • Occasional or short term pumping issue a new Medela Manual breast pump . • Mother of a hospitalized premature or medically ill infant, working or student mother issue a new Advanced Personal Double Pump (Pump N' Style) • Mothers of infants with significant problems that can be resolved within a few days or weeks, such as nipple trauma, surgery, severe engorgement, short-term separation, and cleft lip issue a Medela Lactina loaner pump. The pump motor is for re-issue and reuse. Each mother gets a new collection kit. The pump motor is the property of the AR WIC Program. See Temporary Loan of Medela Lactina Breast Pump in this policy. When a Lactina is not available another electric pump can be substituted. Refer to WIC policy.

Frequently Asked Questions About Pumps

Question	Answer
6. Are breastfeeding mothers who supplement with formula eligible for a breast pump?	All mothers certified as breastfeeding are eligible to receive a breast pump based on the above criteria for issuance. Partially breastfed infant from birth to1 month of age are not eligible to receive supplemental formula. Partially breastfeeding mother and infant from birth to 1 month will receive breastfeeding education, encouragement and support through *Loving Support* guidance.
7. Are mothers required to return the breast pump to the health unit?	The manual or hand pump and Personal Advanced Double Pumps are non-returnable. The Lactina Pump is the property of the local health unit and is only available for loan to be issued with a Lactina Collection Kit.

Frequently Asked Questions About Pumps

Question	Answer
8. What can be done for a mother whose pump breaks or malfunctions?	If personal double electric breast pump breaks or malfunctions: starting from the date of issuance from the local health unit it has a 1 year warranty with Medela. So Medela Customer Service,1-800-435-8316, should be contacted by the WIC breastfeeding mom. Medela will evaluate damaged pumps on a case-by-case basis and send replacement as appropriate. Refer to WIC policy. For the Lactina Loaner pump, WIC breastfeeding women should be instructed on proper use and it's value. For repair or replacement information about the Lactina, call WIC Nutrition and Breastfeeding at 1-800-445-6175. Refer to WIC policy.

Frequently Asked Questions About Pumps

Question	Answer
9. Why does a breastfeeding mother need a breast pump?	Breastfeeding mothers may need a breast pump for a variety of reasons: a. Expressing milk for a bottle when away from the baby. b. To lessen the inconvenience of having to nursing in public places. c. Relieving full hard breasts. d. Increasing the milk production. e. Expressing milk for a sick baby who cannot breastfeed.
10. Who can a mother call if she has questions about her breast pump?	The Arkansas WIC **Breastfeeding Help Line (800-445-6175)** is available Monday - Friday from 8:00AM to 4:30PM.

Review Question 1

If a WIC mother comes into the clinic asking for a breast pump, what should you do?

- a. Verify that she is certified as breastfeeding
- b. Refer her to the WIC CPA or breastfeeding peer counselor to assess her need for a pump.
- c. All of the above

Feedback Question 1

Correct!

To be helpful to moms needing a breast pump there are a few things you need to know:

A woman must be WIC certified as Breastfeeding in order to be eligible for a pump. Being on WIC during pregnancy does not qualify her as breastfeeding unless she is recertified after delivery. Most women asking for a pump, especially those with a premature infant or those having problems, **need a pump right away**. **Breast pumps must be issued by a WIC CPA** (nurse, nutritionist or home economist) or breastfeeding peer counselor.

Review Question 2

A stay at home mom who needs to occasionally pump to collect milk for a bottle should receive which pump?

- a. Lactina (Double Electric Piston) Pump
- b. Hand or Manual Pump
- c. Personal Double Advanced Electric Pump

Feedback Question 2

Correct!

The manual or hand pump can be issued to eligible women who request it or those needing only occasional pumping.

Review Question 3

A breastfeeding mother who is experiencing a short term problem should be issued which pump?

- a. Personal Double Advanced Electric Pump
- b. Lactina (Double Electric Piston) Pump
- c. Hand or Manual Pump
- d. Either b or a

Feedback Question 3

Correct!

The Lactina Pump can be loaned to eligible women who are having breastfeeding complications that are short-term (i.e., severe engorgement, nipple trauma, temporary latch-on problem, surgery separation etc.).

Note: When a Lactina Pump is not available another electric pump can be substituted.

Summary

A WIC mother must be certified as breastfeeding in order to be eligible for a breast pump. It is important to get the appropriate pump issued to her right away when the pump is requested. Also, only a WIC CPA or breastfeeding peer counselor can issue pumps. However, all staff should be familiar with the different types of breast pumps and the conditions under which each one is used.

Unit 5

Case Scenarios

In this unit you will practice responding and making decisions in situations involving WIC families and breastfeeding that you might encounter at work.

Promoting Breastfeeding

An excellent time to promote breastfeeding is when you meet moms and families in the local health clinic. Mom may not have thought about breastfeeding as an option. She may even be misinformed about breastfeeding. Most pregnant women and new moms are eager to learn about anything that may be best for their babies. For example, a woman has brought her neighbor and the neighbor's children to the clinic for immunizations. You notice that she is obviously very pregnant. You might say, "I see you are expecting a baby. We really believe that breastfeeding is best for babies. Have you thought about breastfeeding? Would you like some pamphlets about breastfeeding, or would you like to talk to someone?"

Now, test yourself on how you respond to the following four scenarios.

Scenario 1

A mom who had been breastfeeding for a few months calls to ask a question. She states, “I’m going back to work in two weeks so I need to wean my baby and start giving him formula. Can I get my voucher changed today?” How would you respond?

A State that doesn’t have to wean because she can work and continue to breastfeed.

B Tell her that the WIC CPA can help her work out the best plan for her and her baby.

C Inform her that weaning the baby from breastmilk will increase his chances of becoming sick.

The Correct Response

B. Tell her that the WIC CPA can help her work out the best plan for her and her baby.

This is the best response.

Incorrect Responses to Scenario 1

A. State that she doesn't have to wean because she can work and continue to breastfeed.

- This statement may be true but there may be many issues to consider that the CPA could explore with the mother. The statement also attempts to manage breastfeeding when this is not within the role of the support colleague.

C. Inform her that weaning the baby from breastmilk will increase his chances of becoming sick.

- This statement might also be true, but it does not address the mother's concern. The statement also attempts to manage breastfeeding when this is not within the role of the support colleague.

Remember to refer questions to the WIC CPA or breastfeeding peer counselor. WIC families can also call the Breastfeeding Help Line at 1-800-445-6175 and visit our website at: www.healthy.arkansas.gov/programsServices/WIC/breastfeeding

Scenario 2

A mom calls and tells you, “I am really worried about that I’m not making enough milk because my baby acts like he’s not satisfied on my milk. I just want enough formula to supplement my baby, so can you change my baby’s food package to give us some formula? How would you respond?

A State that, “ I never made enough milk with my baby either. You’ll have to talk to the CPA, but make sure you insist on getting some formula.

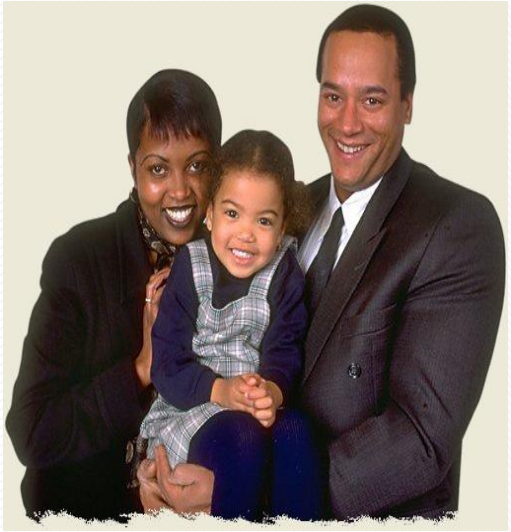
B Tell her that she needs to eat healthy foods for her milk to be rich enough for the baby.

C State that, “It sounds like you are worried about how breastfeeding is going; we have someone here who can help you figure what might be going on.”

The Correct Response to Scenario 2

C. State that, "It sounds like you are worried about how breastfeeding is going; we have someone here who can help you figure out what might be going on."

- This is the best response.



Incorrect Responses to Scenario 2

A. State that, "I never made enough milk with my baby either. You'll have to talk to the CPA, but make sure you insist on getting some formula."

- Sharing personal negative experiences only further deflates the mother's confidence in her ability to breastfeed. Telling her to insist on getting some formula undermines the CPA's efforts to help the mother succeed with breastfeeding.

B. Tell her that she needs to eat healthy foods for the milk to be rich enough for the baby.

- This is a commonly believed statement that provides misinformation about diet during breastfeeding.

Remember to refer questions to the WIC CPA or breastfeeding peer counselor. WIC families can also call the Breastfeeding Help Line at 1-800-445-6175 and visit our website at: www.healthy.arkansas.gov/programsServices/WIC/breastfeeding

Scenario 3

The mother of a new baby was certified last week as breastfeeding exclusively. She came in today to have the baby's food package changed to fully formula-fed. How would you respond?

A. Change the food package because that's what she asked for.

B. Tell her that breastfeeding is best and she should just keep trying to breastfeed.

C. Acknowledge her concern about the breastfeeding and refer her to the WIC CPA or breastfeeding peer counselor.

The Correct Response to Scenario 3

C. Acknowledge her concern about breastfeeding and refer her to the WIC CPA or breastfeeding peer counselor.

- This is the best response because it keeps you within your role. You might say something like, “Are you having a problem with breastfeeding? We have someone here who can help you."

Incorrect Responses to Scenario 3

A. Change the food package because that's what she asked for.

- If you simply change her food package without doing anything more, you will miss an opportunity to help her continue breastfeeding.

B. Tell her that breastfeeding is best and she should just keep trying to breastfeed.

- If you tell her how much better breastfeeding is, it does not address why she wants to quit. Also she may tell you that she's tried everything and it's still not working.

Remember to refer questions to the WIC CPA. WIC families can also call the Breastfeeding helpline at 1-800-445-6175 and visit our website at: www.healthy.arkansas.gov/programsServices/WIC/breastfeeding

Scenario 4

A young pregnant mother is waiting to be called back for her maternity appointment. She says, “I know breastfeeding is better for the baby, but I’m not sure that I will be able to do it.” How would you respond?

A. Tell her, “Yes, breastfeeding is best for babies. We have someone here would be glad to answer any questions and concerns.”

B. State that, “You can probably do it if you can get through the pain.”

C. Say, “Don’t worry, all women can breastfeed.”

The Correct Response to Scenario 4

A. The correct response is to tell her, “Yes, breastfeeding is best for babies. We have someone here who would be glad to answer any questions and concerns.”

Incorrect Responses to Scenario 4

B. State that, “You can probably do it if you can get through the pain.”

- This response plants an unnecessary concern about pain that may not have occurred to the mother. Pain is believed to be a normal occurrence with breastfeeding but is not a normal part of breastfeeding.

C. Say, “Don’t worry, all women can breastfeed.”

- Though women were naturally designed to breastfeed their babies, there are some situations where women cannot or should not breastfeed. The expectant mother may have concerns that need to be explored by the CPA.

Remember to refer questions to the WIC CPA and breastfeeding peer counselor. WIC families can also call the Breastfeeding Help Line at 1-800-445-6175 and visit our website at: www.healthy.arkansas.gov/programsServices/WIC/breastfeeding

Summary

The role of the support colleague is very important, especially in breastfeeding promotion and support. It consists of two main activities:

- Promoting breastfeeding with positive and encouraging statements.
- Referring women to the appropriate resources in the local health unit or the community.