



Maternal Child Health Services at WIC September 2010

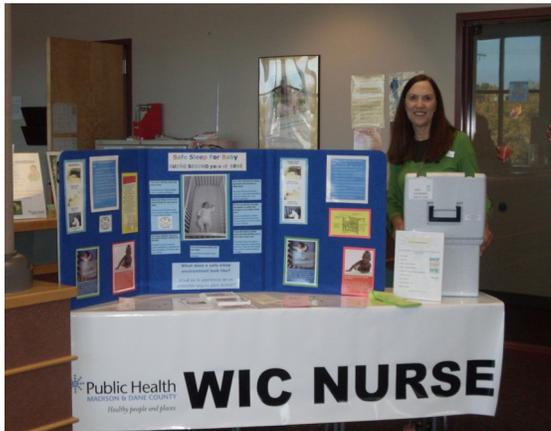
MCH at WIC is an innovative collaboration between Perinatal Nurses and WIC staff that began in April of 2010. MCH at WIC focuses on increasing the overall health of families in Dane County. A Perinatal nurse is now at most WIC clinics and provides targeted education and shares information that will assist clients and their families in living healthier lives.

MCH at WIC Goals

- *Improve outcomes for clients by removing barriers, increasing efficiency and offering targeted services.
- *Linking clients with the resources they need at the earliest point possible.
- *Families receive the resources and education they need through an integrated service delivery system

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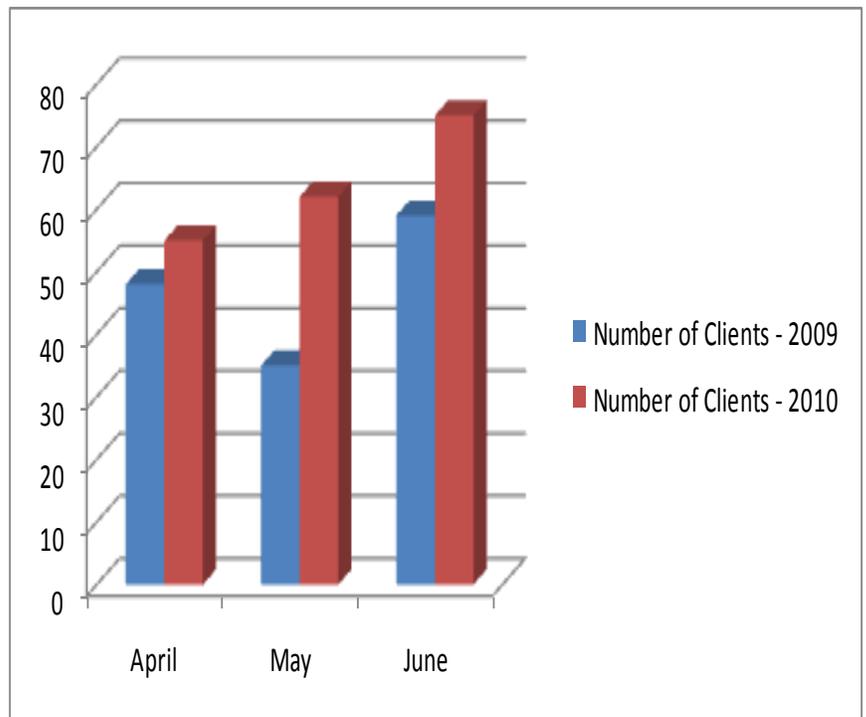
- *Increase referrals to internal programs as well as community programs (Prenatal Care Coordination, Immunizations, Car seats etc)

Approximately 70% of referrals to our Perinatal program come from WIC.

Over 90% of Perinatal clients are on WIC

Comparing 2009 (pre-MCH @ WIC) to 2010

- April-June 2009 – 142 PCC referrals
- April-June 2010– 192 PCC referrals
- 35% increase in total PCC referrals.





One MCH Nurse's Viewpoint

WIC serves a large number of families experiencing the stress of raising a family while living in poverty. The program serves pregnant women and children under the age of 5 with the goal of educating them early about healthy feeding practices. Previously I worked within the WIC program as a certifier. I was able to counsel on healthy parenting practices along with my nutritional counseling. Now, as the MCH nurse, I'm able to spend the time needed counseling clients beyond basic nutrition issues, tailoring my messages to address their individual health and parenting concerns. It is kind of a "one stop shop" model-allowing clients to receive **nutrition AND health teaching in one visit**. My hope is that we reach families early with healthy messages about preventative health/dental care, child safety, and health promotion. I'm also able to connect families with resources in their community and write referrals as needed.

The education display provides a nice "talking point" for approaching clients in the waiting room. This is helpful as we really know nothing about the clients as we "cold call" them while they wait to be seen by WIC. We continue to work on improving communication between the CPA's and MCH nurses so that information is shared efficiently in both directions. For the nurse, it is ideal to hear from the WIC Certifier any issues uncovered in their interview with the client.

I look forward to more contact with families as they understand our role is short term teaching and referrals for health and parenting resources. I think the large "WIC nurse" sign helps identify us and I know there are plans to provide an information/screening sheet to clients as they register.

I see growth potential for this program as we can offer health education messages from other health department programs as they relate to the MCH population-immunizations, communicable disease, STI.....



Public Health Nurse Lorraine Meyer
Sharing Health information with a
Family at our East WIC Clinics





My Baby & ME



Incentive program for pregnant women to stay alcohol free during pregnancy now offered at Public Health Madison & Dane County

My Baby & Me is a fetal alcohol spectrum disorders (FASD) prevention program. Alcohol use prior to pregnancy is a strong predictor of alcohol use during pregnancy. Due to the stigma of disclosing alcohol use during pregnancy, women who report drinking more than seven drinks per week or binge drinking (more than four drinks in one occasion) prior to pregnancy are candidates for referral to My Baby & Me.

What is the need for My Baby & Me?

The State of Wisconsin has the unfortunate title of leading the nation in alcohol consumption. 68% of Wisconsin women of childbearing age (18-44) consume alcohol compared to the national rate of 50%. That's about 700,000, or 1 in 4 Wisconsin Women.

25% of women age 18-44 report frequent alcohol consumption

26% of women of childbearing age report binge drinking (more than 4 drinks in one occasion)

The number of pregnant women who report drinking in Wisconsin could be as high as 32%, compared to the national average of 18%. That's 18,000 to 21,000 (one in 4 Wisconsin pregnant women).

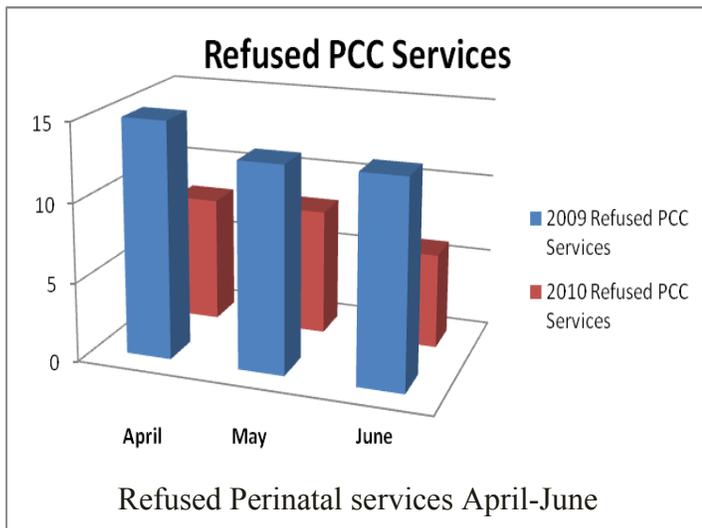
The 2002-2004 Behavioral Risk Factor Surveillance Survey (BRFSS) data indicated a 60% overlap of women that smoke and drink alcohol during pregnancy. This doubles the danger for multiple birth complications.

Each year in Wisconsin, there is approximately 110,000 pregnancies, of which 50% are unplanned. Source: http://www.wwhf.org/pg_mybaby_1.asp

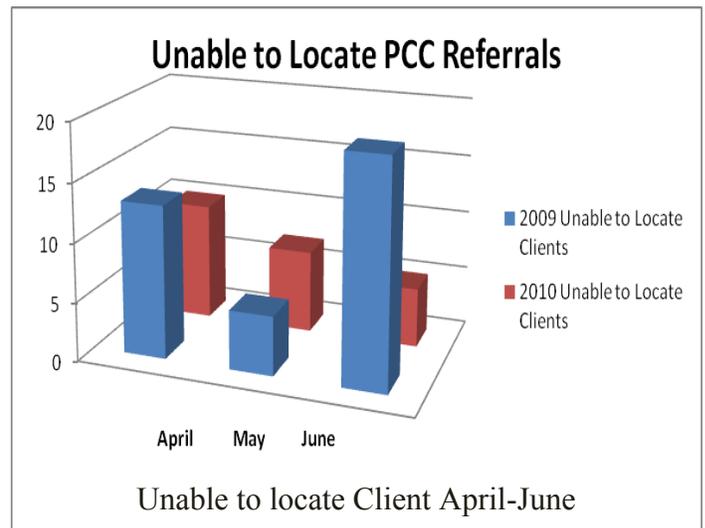
All women of childbearing age should be counseled on the risks of consuming alcohol and the importance of using a reliable form of birth control if they are sexually active and choose to consume alcohol.

More data about our Perinatal Services after we expanded MCH at WIC Services

When a client is referred for our Perinatal Services at WIC she meets with the Nurse at the clinic. This initial meeting is helping decrease our rates of clients refusing services and lost to follow up.



2009 = 28% clients
2010 = 11% clients



2009 = 26% clients
2010 = 11% clients



The Madison Breastfeeding Promotion Network
Invites You to the
**Third Annual
Community Breastfeeding Promotion Awards**

Thursday, October 7, 2010

6:00 PM

Urban League of Greater Madison

2222 S. Park Street

Madison, WI

We are pleased to honor the following Award Recipients who have demonstrated a strong commitment to the promotion, protection, and support of the practice of breastfeeding in the community:

Legislative Advocate Award:

Senator Fred Risser

Healthcare Award:

Ingrid Andersson – Community Midwives, LLC

Breastfeeding Friendly Employer Award:

Nicki's Diapers – Nicki Maynard

Breastfeeding Friendly Business/Public Place Award:

Hy-vee Grocery – Deana Foster RD

A brief reception with refreshments will follow the ceremony

These awards recognize those in our community who have demonstrated a strong commitment to the promotion, protection and support of the practice of breastfeeding. Breastfeeding is widely recognized for improving health outcomes for mothers and babies. These individuals and organizations are helping to make Dane County a more Breastfeeding Friendly place and this will improve the health of women and children.



Last month the Centers for Disease Control and Prevention (CDC) released The *Breastfeeding Report Card, United States 2010* <http://www.cdc.gov/breastfeeding/data/reportcard.htm>. This report gives information on how breastfeeding is being protected, promoted, and supported.

In Wisconsin and throughout the country we have high breastfeeding initiation rates which show that most mothers want to breastfeed and are trying to do so. However, women face multiple barriers to continue breastfeeding and these rates drop off at 3, 6, and 12 months. .

The CDC Guide To Breastfeeding Interventions states that to improve breastfeeding rates support for breastfeeding is needed in many different arenas, including worksites, legislation, medical systems, and family settings.

