

# BABY BLUES™

BY RICK KIRKMAN & JERRY SCOTT



Anne Whitmire  
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# Breastfeeding Update: Today Personnel



- Anne Whitmire
  - WIC Breastfeeding/PC
  - MCH: Professional Development
- Randie Kreifels
  - MCH: Basic Training
  - WIC: Non-PC
- Cecilia Gaytan Newberry
  - Logistics
  - Lost/Stolen

# Breastfeeding Update: Today Training



- Boot Camp
  - 35 hour course
  - Required of WIC staff within 6 months of completing probation.
- Basic Training
  - 12 hour course
  - Target Audience: Home Visiting Programs
  - Refresher

# Breastfeeding Update: Today Supplies



- Hospital-grade Breast Pumps
- Kits
- Personal-use Breast Pumps
- Others

# Breastfeeding Update: Tomorrow

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DAY 1.

- Breastfeeding Support
- Breastfeeding Messaging
- Supplies
- Application to Practice



**Breastfeeding Support has always been a core function of the WIC Program. As funding gets tighter, decisions need to be made as to how funds are allocated.....**

**What do we, State and Local, need in order to improve breastfeeding support in your program and the community?**

**Over 50% of the calls that came into the ADHS Breastfeeding Hotline were related to Latch and Positioning.**

**How could we, State and Local, improve our messaging so that moms feel more confident and competent with breastfeeding?**

**As funding gets tighter, decisions need to be made as to how funds are allocated...**

**How can we, State and Local, maximize the budget that is currently spent on breastfeeding supplies (Breast Pumps, Kits, Breast Pads, Storage Bags, and/or Keep It Simple Book)?**

**In 2012, Arizona WIC trained over 270 WIC staff during Breastfeeding Boot Camp. As we, State and Local, embark on another round of classes, what could be done before/during/after training to help staff bridge the information from education/application to practice?**

