

<p style="text-align: center;">Texas WIC Health and Human Services Commission</p>

Effective November 1, 2007

Policy No. BF:08.0

Tracking Born-to-WIC Breastfeeding Rates

Purpose

To ensure that born-to-WIC (BTW) breastfeeding (BF) rates are tracked on a local agency (LA) level.

Authority

7 CFR §246.11

Policy

All local agencies are required to track BTW BF rates on a monthly basis to assess the positive impact the clinic has made on the decision to breastfeed by identifying an increase in breastfeeding rates among mothers encouraged through the WIC program.

Definitions

BTW BF Rate – a measure that represents the percent of certified infants whose mothers were participants in the program during pregnancy and initiated breastfeeding any time, including mothers who provided expressed breast milk to the infant on one or more occasions.

Monthly Participation BTW BF Report – a report of monthly performance available on the WIN System performance measure report, which LA's run on a monthly basis. This BF report is useful for revealing increases in BF rates after new BF initiatives have been put in place.

Total Enrollment BTW BF Report – a report on BTW BF infants based on the number of clients enrolled, rather than on monthly participation useful for showing trends in BF rates, including racial/ethnic breakdown, and includes BF rates for all LAs.

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Procedures

- I. WIC Directors and Breastfeeding Coordinators shall review BTW BF rates by reviewing monthly participation and total enrollment BTW rates
- II. Monthly participation BTW rates are available on the WIN System performance measure report. These reports shall be kept on file for audit or review.
- III. Total enrollment BTW BF rates shall be tracked by the WIC Director or Breastfeeding Coordinator by updating an electronic or hand-written chart of rates on a quarterly basis, at minimum.
 - A. Use the BTW BF Rate reports posted at <https://hhs.texas.gov/doing-business-hhs/provider-portals/wic-providers/wic-breastfeeding> to track total enrollment rates. Reports are posted to the web page on a monthly basis with approximately a one-month lag time. (i.e., June will typically be posted by the end of July.) Pull the numbers for your agency off of this report and put them in your own Agency tracking chart to compare quarter-to-quarter progress.
 - B. The tracking chart shall be kept on file for audit or review.
- IV. All WIC staff shall record the "date ended BF" field on the Infant Participant Form (WIC-36) as follows:
 - A. If the infant was never breastfed, enter the infant's date of birth.
 - B. If the infant was breastfed only on the first day, enter one day after the date of birth.
 - C. If the infant was breastfed for two or more days, enter the last day the infant was breastfed.

Guideline

All WIC agencies should strive to meet or exceed the Healthy People 2020 goal of at least 82% of women initiating breastfeeding.