

# Best Practices for Sustainability and Success

Dr. Junith Thompson

MD OB-GYN

# How Providers can engage with WIC

- Initiate contact with the WIC Clinic
- Schedule a tour of the facility
- Create a strong referral source

“Once I went to the local WIC Clinic and saw what was offered, it became real. WIC is now a community resource for me to refer families to.” --- Dr. Thompson



# Actively participate on a work team

## Eat. Move. Thrive.

*Kenosha County!*



Name: \_\_\_\_\_

Date: \_\_\_\_\_



With your provider,  
set your goal(s) to

**Eat. Move. Thrive.**

Use the **Eat. Move. Thrive.**  
brochure for resources.

“Through my involvement on the leadership team and coalition, I’ve been able to offer my expertise to work team #3 “non-pharmaceutical” Rx pad, and encourage my patients to set healthy goals.” – Dr. Thompson

EAT	MOVE	THRIVE
Provider: _____		

# Lessons Learned.....

- Outreach directly with providers
- Community Open House
- Engage, engage, engage...





# Provider Engagement: Best Practices for Sustainability and Success

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# NWA Provider Engagement: Best Practices for Sustainability and Success Loudoun County, VA

February 10<sup>th</sup>, 2017

*Presented by:*

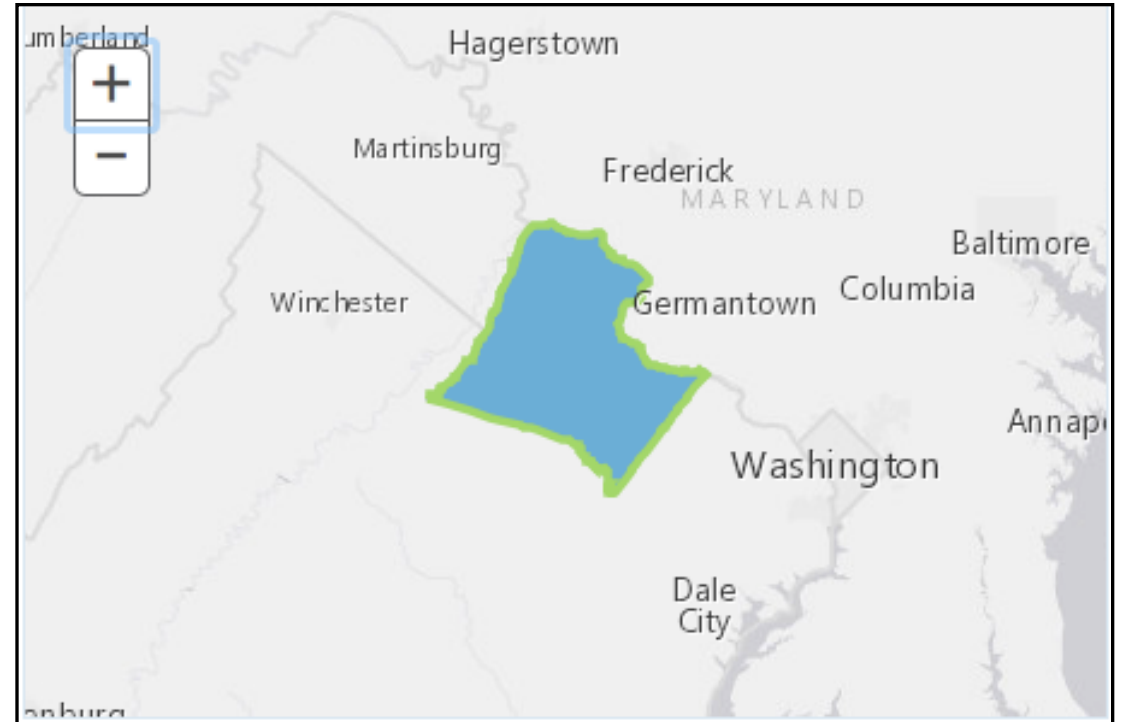
Janine Rethy, MD, MPH, FAAP, FABM  
Physician Advisor  
Obesity & Chronic Disease Prevention  
Loudoun County Health Department



# Loudoun County, Virginia



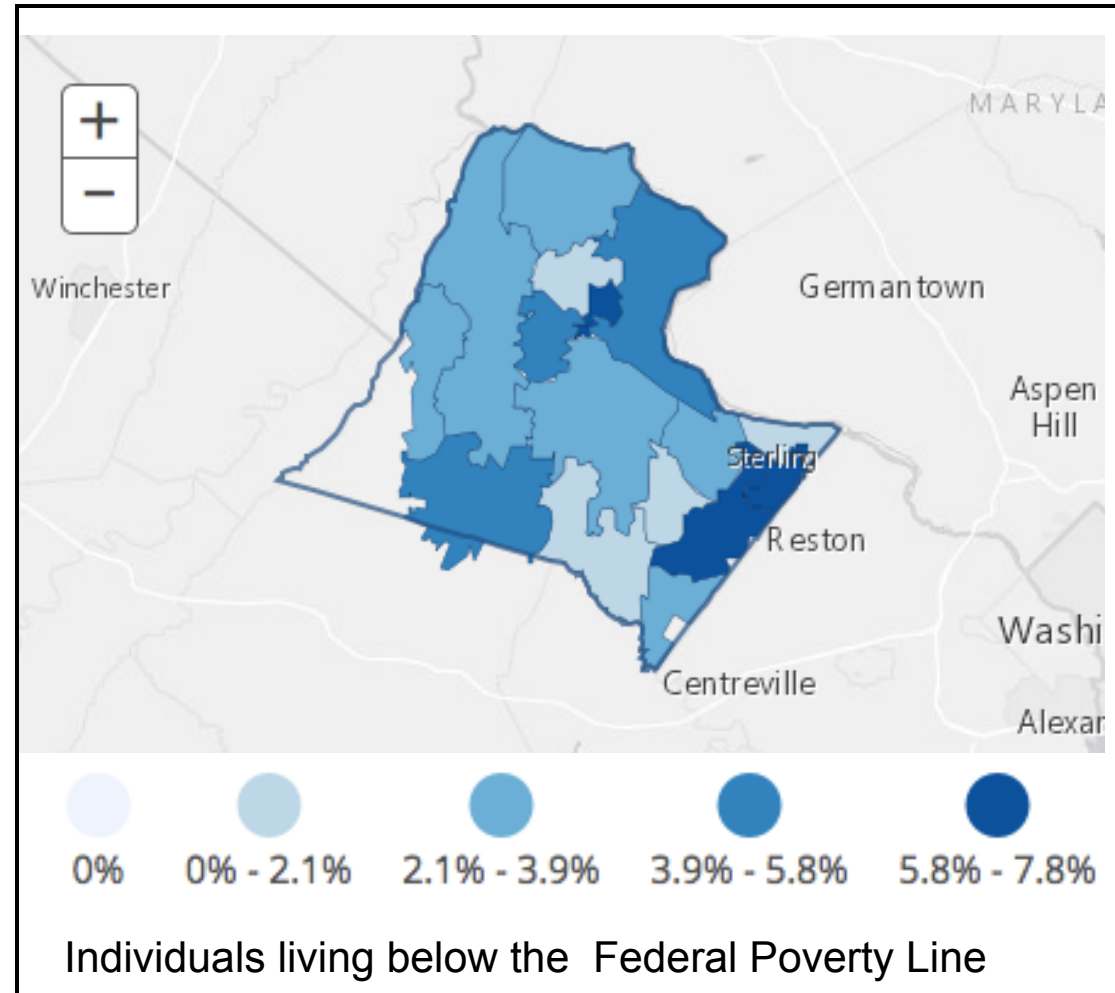
- Population: 379,575
  - more than doubled since 2000
- Median household income ~ \$118,000
- #1 Health Outcomes in Virginia



# Loudoun County, Virginia



- 20% born outside the United States
- Increasingly diverse
  - 17% Asian
  - 14% Hispanic
    - ~40% increase in a decade
  - 7% Black
- 4% living below federal poverty line
  - 12% Hispanic / Latinos
- 9 % uninsured
  - 5% of children
- 50% children at FQHC are overweight or obese





# Loudoun County Health Department



- Virginia Department of Health
- Accredited through the Public Health Accreditation Board
- Divisions:
  - Community Health
    - Clinical: Family planning, immunizations, communicable diseases, dental
    - Obesity and Chronic Disease Prevention
  - Environmental Health

# Loudoun Pediatric Obesity Coalition



Formed in March 2013 out of a CAB from an AAP Catch Grant 2012

Vision Statement: The Loudoun Pediatric Obesity Coalition (“Coalition”) envisions a county where all children and their families are empowered to live a healthy life by having knowledge, skills and access to healthy food and physical activity.

Mission: To bring a diverse group of organizations and individuals in the community together to improve and sustain systems, infrastructure and services available for healthy living for families.

# Loudoun Pediatric Obesity Coalition



Goals: To decrease the incidence and prevalence of childhood overweight and obesity in Loudoun County by:

- 1) Streamlining existing healthy lifestyle resources for families and identify gaps in existing resources.
- 2) Improving access to opportunities for physical activity, particularly among low-income children and their families.
- 3) Increasing access to healthy food and make it an attractive option.
- 4) Increasing access to affordable pediatric weight management services.

# Loudoun Pediatric Obesity Coalition



- Structure: Bi-laws, leadership team and committee chairs elected annually
- More than 55 members from over 30 organizations including: Loudoun County Health Department, Northern Virginia Family Services, George Mason University, Loudoun Hunger Relief, Connect Northern Virginia, Loudoun County Public Schools (School Nutrition, School Health), Safe Routes to School, Head Start, Girls on the Run, Loudoun Vegg, Loudoun County Home Grown Market Cooperative, HealthWorks (FQHC), InTotal Health
- Meets monthly – average attendance ~20 organizations
- Working coalition facilitating strong community multi-sector collaboration.



# CPHMC Team



## Leadership Team

Project Coordinator

Physician Advisor

WIC participant

George Mason University Department of Nutrition – Dr. Gallo

LPOC Secretary

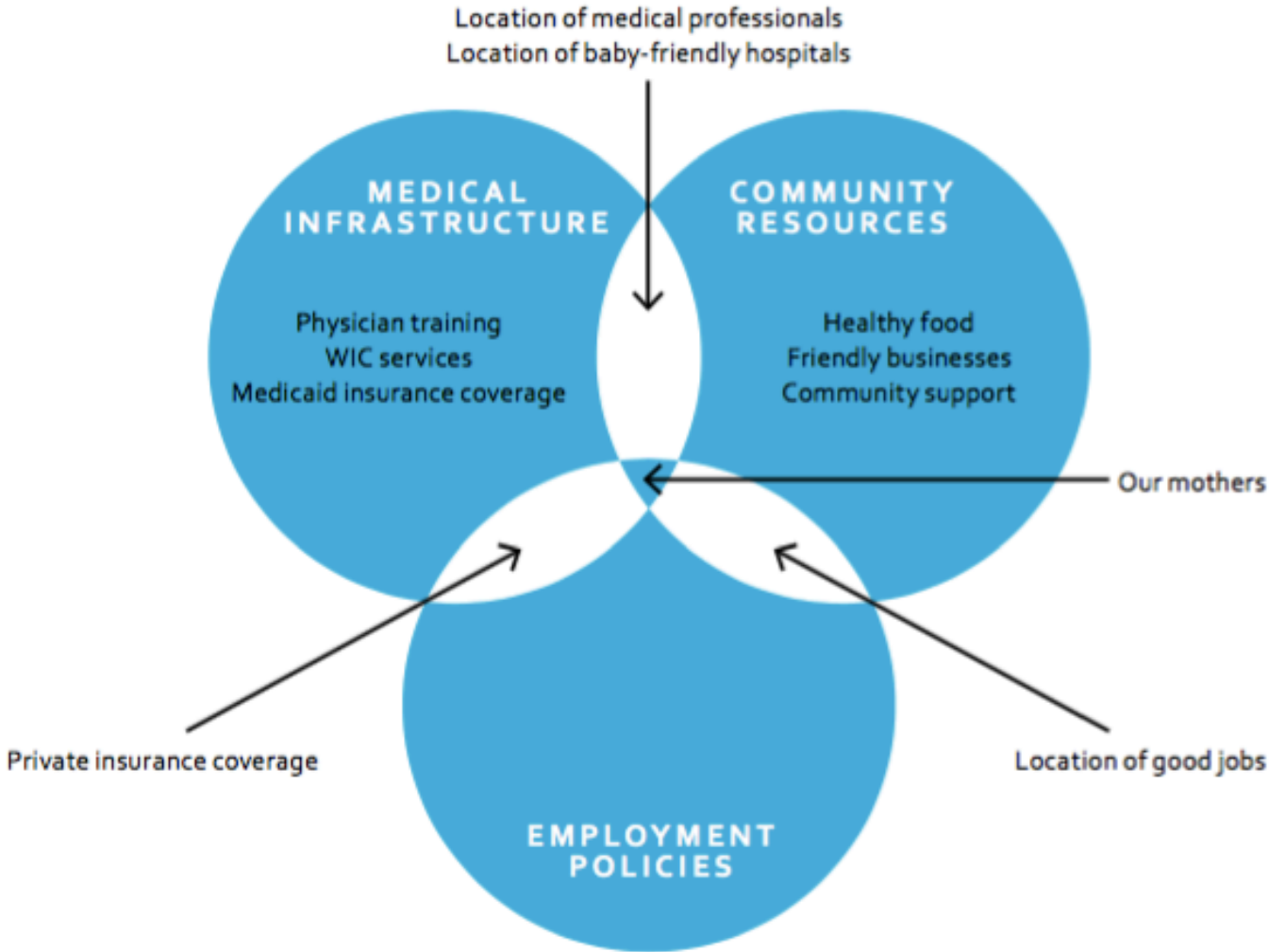
Students – Masters practicum students from GMU and other partnering institutions

# Physician Advisor Role



- Primary care physicians core role is to provide clinical best practice in the context of a medical home.
- Integrate the medical home with community prevention – understanding and impacting how the community affects the ability of the patient to achieve optimal health.
- Model: Prevention Institute “Community Centered Health Homes”
  - Bridging this gap between health services and community prevention provides direct benefits for the individual patient and the community
  - Empowers the physician to “apply their assets, expertise, and credibility to the challenge of creating environments that support health, equity, and safety”

# Breastfeeding Disparities: First Food System






# Employment Policies: Introducing Lactation Support Programs to the Business Community

## Loudoun County Business Case for Breastfeeding Toolkit

- Based on the US Health and Human Services Business Case for Breastfeeding Toolkit

## Presented to stakeholders:

- Chamber of Commerce events
- Society for Human Resource Management events
- Individual meetings with interested local businesses and government agencies

 **Lactation Support Programs:  
Small Investment Yields Big Return**

What is a Lactation Support Program (LSP)?

It's a program for your employees that can exist within your current Human Resources/Wellness Program that provides new mothers with support for their breastfeeding goals. This includes:

1. **Privacy to Express Milk:** If women do not work in a private office, a small, private space (as small as 4' x 5') can be set up for a lactation room. Many companies also provide a hospital-grade electric breast pump that makes pumping quicker and more efficient. Employees should never be asked to express milk or breastfeed in a restroom.
2. **Flexible Breaks:** Milk expression sessions usually take around 15 minutes, plus time to get to and from the lactation room, and are needed about every 3-4 hours. Breastfeeding employees typically need no more than an hour per work day to express milk, which can easily be divided between usual paid breaks and the meal period.
3. **Education:** Employees value information they receive during their pregnancy about continuing to breastfeed upon returning to work. Pamphlets, resources, lunchtime prenatal classes, and access to a lactation consultant can help employees feel more prepared.
4. **Support:** Supportive policies and practices that enable women to successfully return to work and breastfeed send a message to all employees that breastfeeding is valued. Support is a temporary need for each breastfeeding employee – once babies begin eating solid foods at 6 months, milk expression requirements gradually diminish.

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# Employment Policies: Loudoun County Government as Case Study



## Comprehensive Lactation Support program – first in VA

- Lactation Support Policy, effective July 1, 2016
- Educational materials include insurance benefits
- Two permanent breastfeeding rooms

	<b>Loudoun County Government Administrative Policies and Procedures</b>
<b>Title:</b> Lactation Support Program	<b>Effective Date:</b> 7/1/2016
<b>Number:</b> HR-42	<b>Date Last Reviewed/Revised:</b> N/A
	<b>Date of Next Review:</b> 7/1/2018

**PURPOSE:** The purpose of this administrative policy is to establish formal procedures for administering the County's lactation support program.

**I. BACKGROUND**

The Patient Protection and Affordable Care Act ("Affordable Care Act") amended [section 7 of the Fair Labor Standards Act \("FLSA"\)](#) in 2010, to include protection for breastfeeding employees. The amendment requires that employers provide breastfeeding employees with "reasonable break time" and a place, other than a bathroom, that is shielded from view and free from intrusion by co-workers and the public, which may be used by an employee to express breastmilk during the workday, up until the child's first birthday.

**II. POLICY STATEMENT**

Loudoun County provides a supportive environment to enable breastfeeding employees to express their milk during work hours. This includes a County-wide lactation support program administered by the Department of Human Resources through the Wellness Program, which provides new mothers with support for their breastfeeding goals.

**III. COVERED EMPLOYEES**

All employees who are nursing a child under age one (1) and who choose to continue providing breast milk for their infants after returning to work.

**IV. LACTATION SUPPORT**

Covered employees will be accommodated for up to one year after the birth of the child to express milk while at work.

1

# Employment Policies: Loudoun County Government as Case Study



## Comprehensive Lactation Support program

- Lactation Support Policy, effective July 1, 2016
- Educational materials include insurance benefits
- Two permanent breastfeeding rooms

**Loudoun County is pleased to announce a designated lactating room for employees.**

The Nursing Moms Lounge is located at the Government Center on the 4<sup>th</sup> floor.

**Lounge Amenities:**

- ◆ A small refrigerator reserved for the specific storage of breastmilk
- ◆ Quite, comfortable seating
- ◆ A private space that mothers may reserve for expressing milk

**Reserving the Lounge:**

- ◆ Obtain access to the shared Outlook calendar by contacting the HR Receptionist at extension 0213.
- ◆ To reserve the lounge, access the shared Outlook calendar at: ROOM-GOV- NURSING MOMS LOUNGE 4TH FL.
- ◆ To access the lounge, please request an access key card from our HR's front counter.

**Outside the Government Center:**

Other locations at Loudoun County facilities for nursing moms include one at the Department of Parks, Recreation & Community Services' Administrative Offices.

If you need lactation accommodation, please work with your supervisor and the Employee Relations Team in the Department of Human Resources to determine how best to accommodate your needs while still accomplishing your job duties. If your office location is outside the government center, and it is not convenient to use the nursing room at the Govt. Center, please contact your HR Liaison to locate a private room that may be used to express milk.

**Encouraging Quotes About Breastfeeding**

"A newborn baby has only three demands. They are warmth in the arms of its mother, food from her breasts, and security in the knowledge of her presence."  
Breastfeeding satisfies all three.  
*Grantly Dick-Read, British OB*

"The more the child feels attached to the mother, the more secure the child is in the acceptance of him/her & the rest of the world. The more love the child gets, the more he/she is capable of giving. Attachment is as central to the developing child as eating and breathing."  
*Robert Shaw, M.D.*

**Did You Know?**

- ◆ Babies who are breastfed are generally healthier and achieve optimal growth and development compared to those who are fed formula milk.
- ◆ Breastmilk protects against illness because it contains antibodies that transfer the mother's immunity or resistance to disease to the child. No other milks contain these antibodies.
- ◆ Animal milk and infant formula go bad if left at room temperature (around 20–25 degrees Celsius) for more than two hours. Breastmilk can be stored for up to eight hours at room temperature without going bad. Of course, it is better to safely store all types of milk in a clean, covered container, preferably in a refrigerator.

**Loudoun County VIRGINIA**  
WHERE TRADITION MEETS INNOVATION

**Lactation Support Program**

*Expecting a Baby?*

*Returning to work after the birth of your child?*

# Employment Policies: Loudoun County Government as case study



## Comprehensive Lactation Support program

- Lactation Support Policy, effective July 1, 2016
- Educational materials include insurance benefits
- Two permanent breastfeeding rooms

A hospital-grade electric breast pump purchased by the county's insurance provider



# Community Resources: Engaging Multi-Sector Stakeholders



- Loudoun County Chamber of Commerce
  - Health and Wellness Committee.
  - Incorporated comprehensive breastfeeding measures into the annual healthy business challenge
- Loudoun Breastfeeding Coalition
  - Breastfeeding Resource Guide
- Live Healthy Loudoun Campaign



## GENERAL RESOURCES/REFERRALS

**2-1-1 Virginia**  
Dial 2-1-1 | [211virginia.org](http://211virginia.org)  
24 hours a day / 7 days a week  
2-1-1 Virginia is a free service that can help you find the local resources you need. Dial 2-1-1 from anywhere in VA.

**Department of Family Services**  
703-777-0353 | [loudoun.gov](http://loudoun.gov)  
102 Heritage Way NE, Ste. 103, Leesburg, 20176  
Hours: Mon - Fri 8:30 am - 5:00 pm  
Provides nutritional, financial, housing, and child-care assistance to low-income families. Programs for elderly residents, adoption services, family counseling. Employment and training services, including the Workforce Resource Center.

**Loudoun Cares**  
703-669-4636 | [loudouncares.org](http://loudouncares.org)  
Hours: Mon - Fri 9 am - 5 pm  
Health and human services referral helpline.

**Connect Northern Virginia**  
[connectnorthernvirginia.org](http://connectnorthernvirginia.org)  
Community portal for resources in Loudoun and Fairfax.

## MEDICAL SAFETY NET

**Loudoun County Health Department  
Leesburg Clinic**  
703-777-0236 | [loudoun.gov/health](http://loudoun.gov/health)  
102 Heritage Way NE, Ste. 100/101, Leesburg 20176  
Hours by appointment only.  
Provides adult and childhood immunizations, dental services, STI and HIV screening.

**Loudoun County Health Department  
Ashburn Clinic**  
703-771-5823 | [loudoun.gov/health](http://loudoun.gov/health)  
45201 Research Place, Ste. 120, Ashburn, 20147  
Walk-in hours Tues 1 - 4:30 pm  
Tuberculosis screening and treatment only.  
Call for more information.

**HealthWorks for Northern Virginia**  
703-443-2000 | [hwnova.org](http://hwnova.org)  
163 Fort Evans Rd. NE, Leesburg, 20176  
Hours by appointment only  
Primary care services for children and adults including school and sports physicals and immunizations, dental, nutritional & mental health counseling. All patients accepted regardless of financial/insurance standing. enrollment coordinators on site will assist with sliding scale eligibility. Call for appointment & select option #4.

**Loudoun Free Clinic**  
703-779-5416 | [loudounfreecinic.org](http://loudounfreecinic.org)  
224-A Cornwall St. NW, Leesburg, 20176  
Hours by appointment only  
Acute, primary and chronic care services for uninsured residents of Loudoun ages 18 - 64 with income eligibility.

## MENTAL HEALTH

**Crisis Intervention Team Assessment Center**  
703-777-5100 appointments  
703-777-0320 emergencies | [loudoun.gov](http://loudoun.gov)  
102 Heritage Way NE, Leesburg, 20176  
Hours: 7 am - 11 pm  
Mental health assistance, including emergency assistance for those experiencing severe emotional crises.

**Loudoun County Department of Mental Health, Substance Abuse and Developmental Services (MHSADS)**  
703-771-5155 | [loudoun.gov/mhsads](http://loudoun.gov/mhsads)  
102 Heritage Way NE, Ste. 302, Leesburg, 20176  
21641 Ridgeway Circle, #105, Sterling, 20166

## FAMILY SERVICES

**Loudoun County Health Department**  
703-777-0236 | [loudoun.gov](http://loudoun.gov)  
102 Heritage Way NE, 1st floor, Leesburg, 20176  
Family planning services, including physical examinations, pap smears, pregnancy testing. Also coordinates free prenatal and postnatal care for pregnant women who meet income eligibility requirements.

**INMED Partnerships for Children**  
703-729-4951 | [inmed.org](http://inmed.org)  
Provides one-on-one support and guidance to families in need through in-home visits.  
Emotional and practical support, healthy parenting and child development, perinatal support.

**Inova Loudoun Hospital Family Education**  
703-858-6360 | [thebirthinginn.org/ecclasslist.cfm](http://thebirthinginn.org/ecclasslist.cfm)  
44045 Riverside Pkwy, Leesburg, VA 20176  
Prenatal, childbirth, neonatal CPR and breastfeeding education classes.  
Call or register online.

**Loudoun Abused Women's Shelter (LAWS)**  
703-771-3973 | [lcsj.org](http://lcsj.org)  
105 East Market Street, Leesburg 20176  
Bilingual nurturing parent program. Parenting classes for Loudoun residents. Free.

**Birthright of Loudoun County**  
703-777-7272 | [birthright.org/loudouncountyva](http://birthright.org/loudouncountyva)  
823 S. King St., Suite 1, Leesburg 20175  
Prenatal, postnatal, maternity, infant clothes & support.

**Mosaic Virginia**  
703-729-1123 | [mosaic-virginia.org](http://mosaic-virginia.org)  
19415 Deerfield Ave., #109, Lansdowne, 20176  
Free pregnancy tests, counseling and community referrals for unplanned pregnancies.

## INSURANCE ENROLLMENT ASSISTANCE

**Inova's Partnership for Healthier Kids**  
703-579-7161 | [inova.org](http://inova.org)  
Connects eligible children with healthcare/insurance. Assistance with Medicaid, FAMS and other healthcare enrollment.  
Call for an appointment.

**HealthWorks for Northern Virginia**  
703-443-2000 | [hwnova.org](http://hwnova.org)  
163 Fort Evans Rd. NE, Leesburg, 20176  
ACA Coordinator on site to assist with insurance applications during open enrollment.

## HOMELESS SERVICES

**Loudoun Emergency Homeless Shelter**  
571-258-3033 | [voicesapoke.org/ehs](http://voicesapoke.org/ehs)  
19520 Meadowview Court Leesburg, 20175  
Emergency shelter for singles and families for up to 30 days based on eligibility. Not a walk-in facility.  
Call to begin screening process.

**Good Shepherd Alliance**  
703-724-1555 | [goodshepherdalliance.org](http://goodshepherdalliance.org)  
Provides immediate emergency shelter for families, women, and children and thrift store vouchers for those that qualify.  
Call and press 2 for emergency shelter.

**Loudoun Abused Women's Shelter (LAWS)**  
703-777-6552 (Hotline) | [lcsj.org](http://lcsj.org)  
Emergency shelter for victims of domestic violence or sexual assault in a confidential single-family home.

## YOUTH SERVICES

**Mobile Hope Loudoun**  
703-771-1400 | [mobilehopeloudoun.org](http://mobilehopeloudoun.org)  
Mobile bus and on-site services provides food, personal care items, clothing, school supplies, housing, medical referrals, life counseling & emotional support for homeless, at-risk and precariously housed youth 24 years and younger.  
Call for bus locations and office hours.

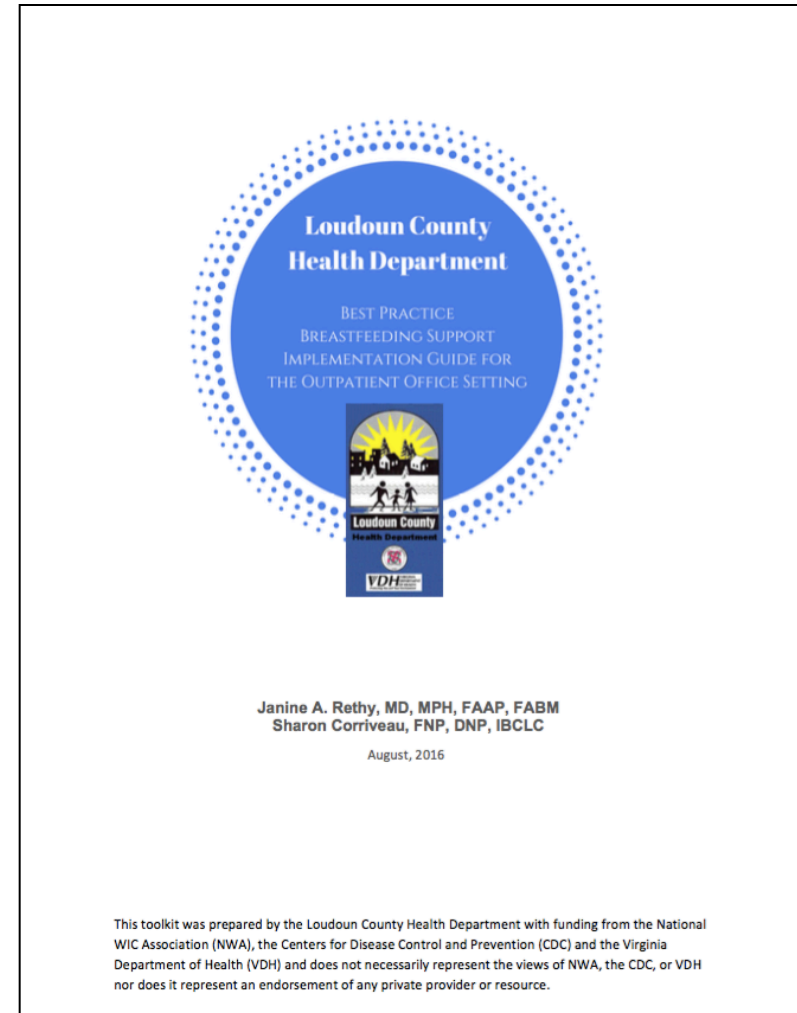
**Loudoun County Youth Shelter**  
703-771-5300 | [naimidatlantic.org](http://naimidatlantic.org)  
Children can walk-in but Dept. of Family Services will be contacted. Must have referral from court or DFS.

**Loudoun Families for Children**  
800-552-7096 (hotline) | [lfcincine.org](http://lfcincine.org)  
Emergency care and respite to children up to 17 with a Loudoun family. Mentoring for children 5-17.



# Medical Infrastructure: Training

- Baseline study of health care provider knowledge, attitudes and practices, 2014
- “Loudoun County Best Practice Breastfeeding Support Implementation Guide for the Outpatient Office Setting”





# Medical Infrastructure: WIC Assessment



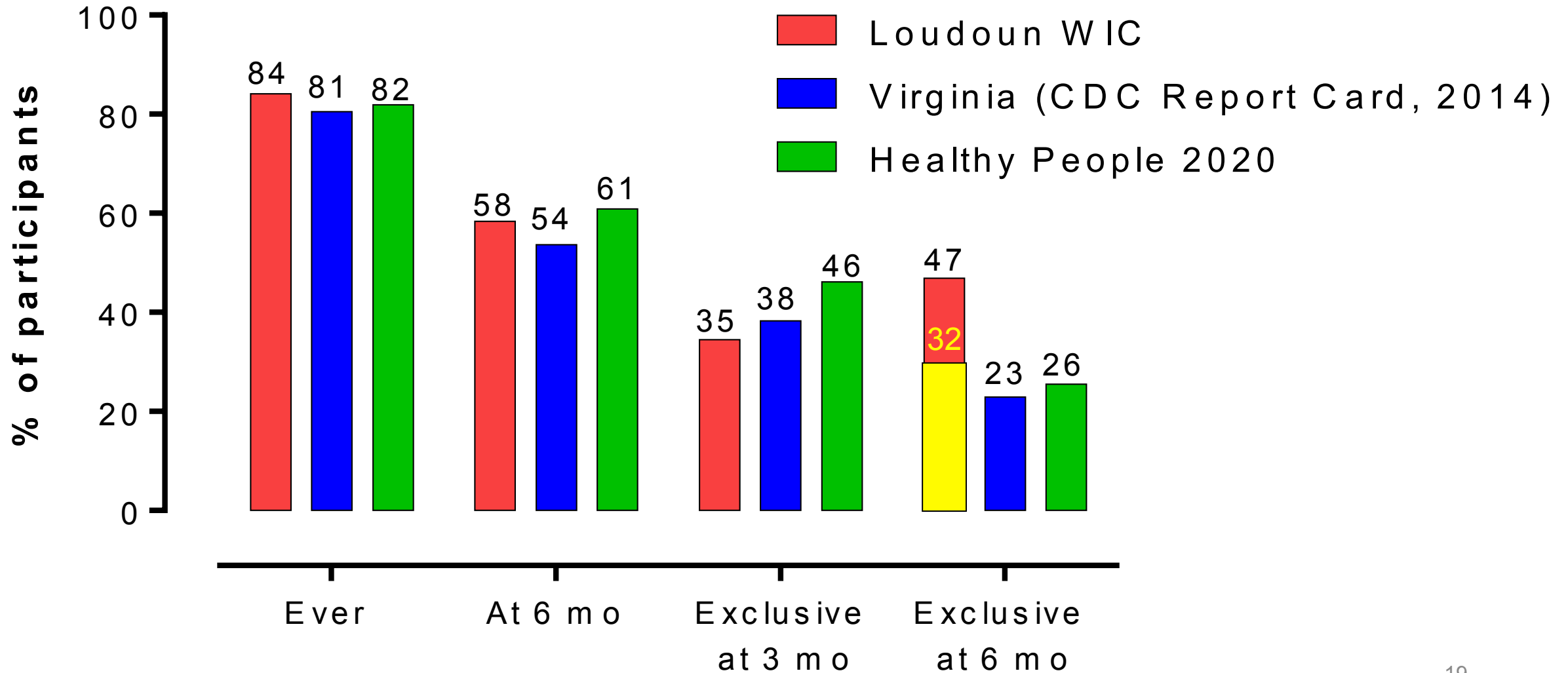
## Overall Aim:

To understand needs of the community to develop and target effective education and improvement of community resources and programs for the most vulnerable subgroups.

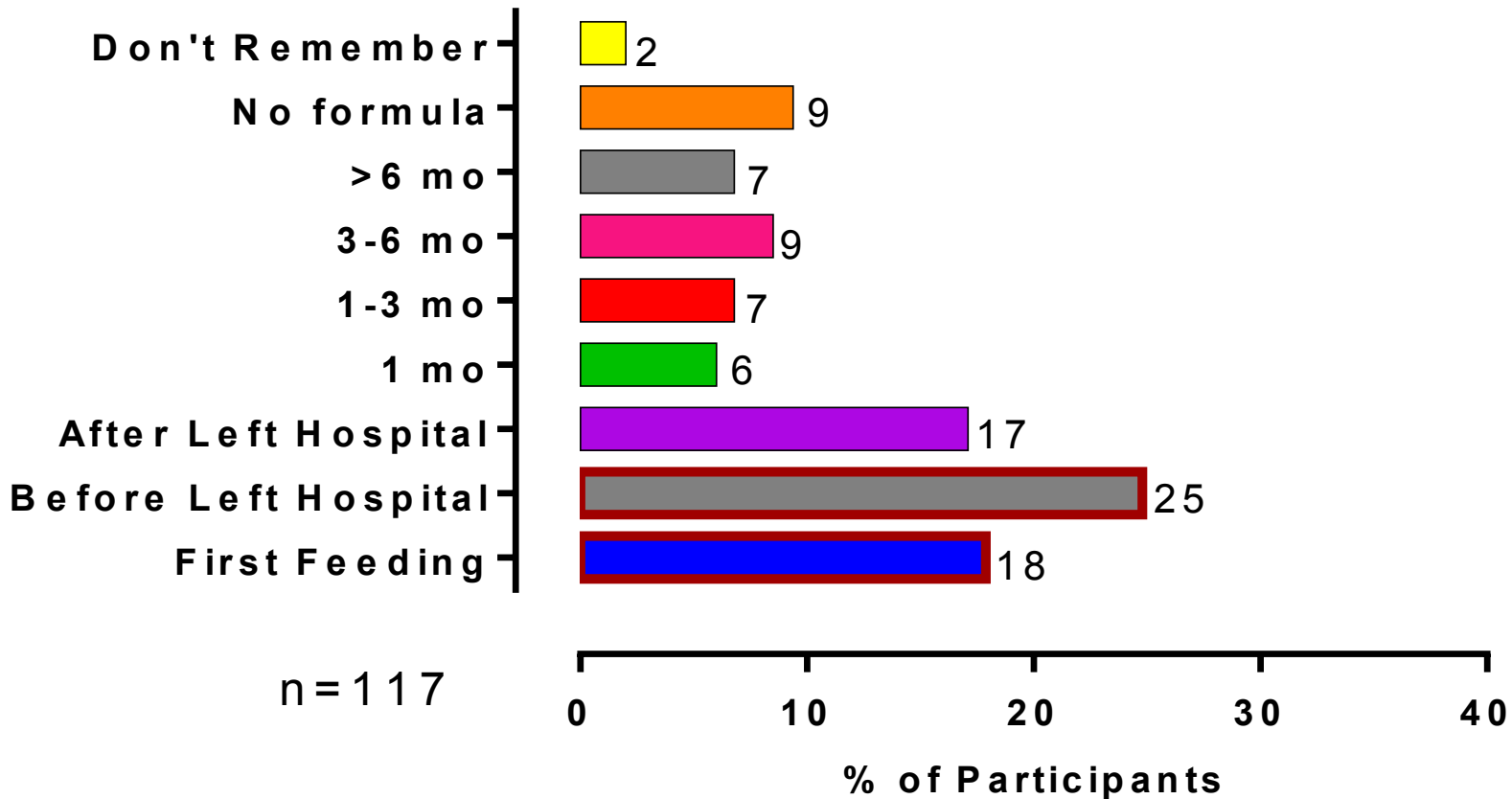
1. Access and Utilization of Community Resources
2. Nutrition and Physical Activity
3. Breastfeeding and Vitamin D



# Breastfeeding Rates



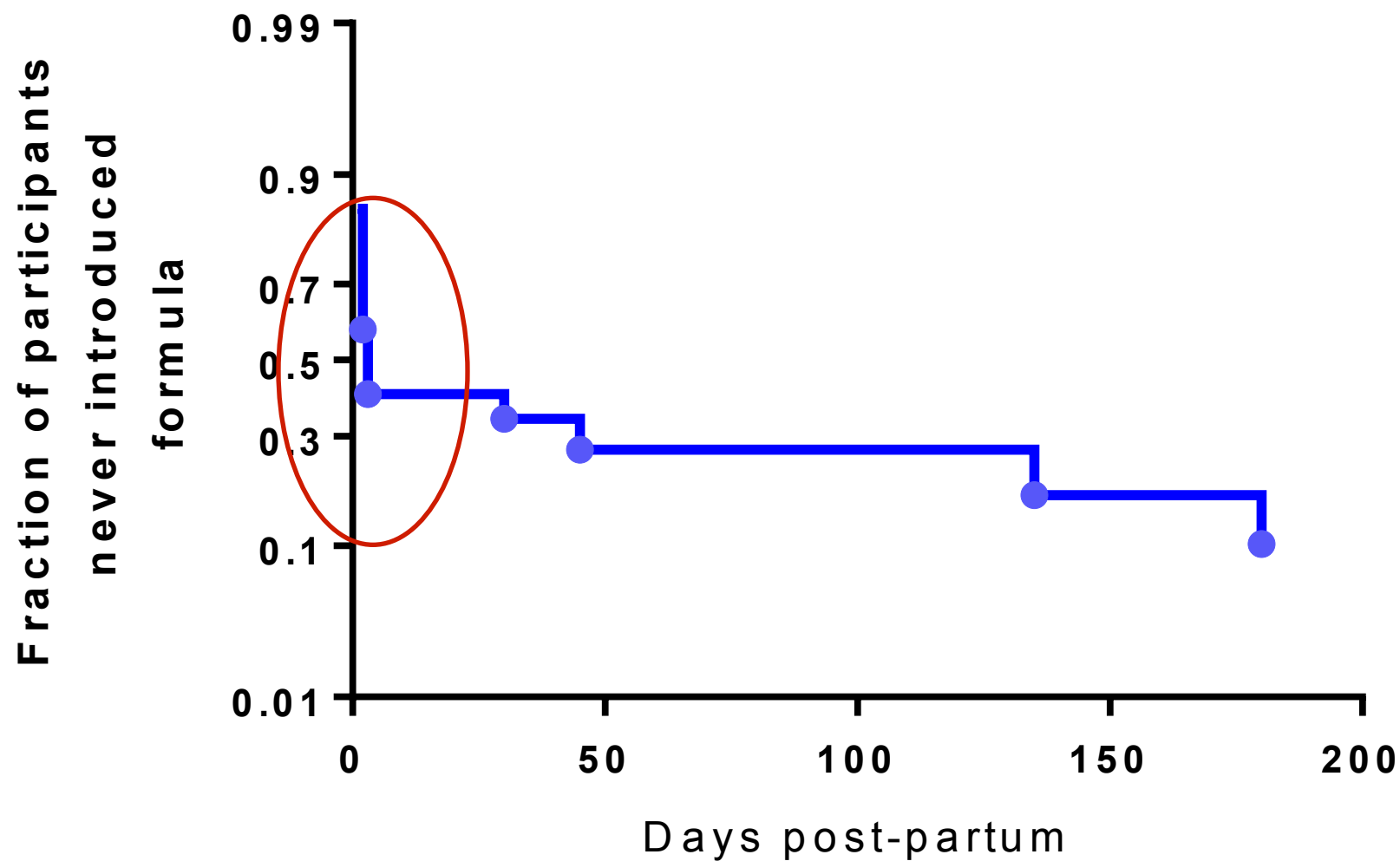
# Introduction of Formula



- 91% gave some formula
- 60% gave formula within the first few days
- 43% gave formula before leaving the hospital
  - 18% at the first feeding



# Survival of Never Introducing Formula



# Infant Vitamin D Supplementation: Practices



27% infants received a vitamin D supplement

- 26% of mixed feeding infants received vitamin D
- 42% of exclusively breastfed infants received vitamin D
  - 14% of exclusively breastfed infants received vitamin D daily
  - Compared to:
    - 19% among breastfed US infants<sup>1</sup>
    - 74% among exclusively breastfed Canadian infants<sup>2</sup>
- Mean duration for exclusively breastfed infants - 4.5 months

# Conclusions & Recommendations

- 1. High percentage of WIC infants receiving formula within the first few days of life.**
  - **Improve education about normal volumes as well as harm of non-human milk in first few days.**
- 2. Setting breastfeeding goals is associated with increased duration and exclusivity of breastfeeding.**
  - **Prenatal counseling imperative with culturally adapted messaging.**
- 3. WIC breastfeeding package may influence breastfeeding exclusivity.**
  - **Consider educating on WIC food packages earlier in care.**
  - **Consider not offering formula for first month, except in special circumstances.**
- 4. Infant vitamin D supplementation not being routinely recommended and Vitamin D intake is low.**
  - **Education campaign for families and providers.**



# Vitamin D Supplementation

The **American Academy of Pediatrics** recommends that a supplement of 400 IU/day of vitamin D should begin within the first few days of life and that children should continue receiving vitamin D throughout childhood.

Vitamin D helps children develop strong bones, teeth, and muscle. Vitamin D deficiencies can lead to weak bones and serious bone diseases, including rickets. Vitamin D may also play a role in the prevention of other diseases.

Although the sun is a source of vitamin D, infants should avoid direct sun exposure due to risk of sunburn and of skin cancer.



## Vitamin D Supplements for Infants

- Must contain 400 IU per dose.
- Should be labeled with words “Baby” or “Infant” to insure proper dosing.
- Available in two preparations:



Contains 400 IU per drop.

Place 1 drop onto nipple or directly into baby’s mouth. Repeat once a day.



Contains 400 IU per 1 mL.

Place 1 mL into medicinal dropper and gently squeeze inside baby’s cheek. Repeat once a day.

## Breastfeeding Infants

**All breastfed babies should be supplemented with 400 IU/day of vitamin D.** Breastfeeding is the recommended method of infant feeding. It provides necessary nutrients and immune factors to your baby. Breast milk does not have enough vitamin D for your baby.

## Partial and Non-Breastfeeding Infants

**Infants consuming less than 1 liter (about 32 ounces) of infant formula per day should receive 400 IU/day of**

## All Women and Children 1 year and older

**It is recommended that women and children over the age of 1 consume 600 IU/day of vitamin D.** Fatty fish and fish oils are the best natural sources of vitamin D, but smaller amounts are found in liver, cheese, egg yolks, and milk that is fortified with vitamin D. Please discuss with your health care provider if you and your child are obtaining adequate levels of vitamin D and if a supplement is needed.

## References:

National Institutes of Health: Office of Dietary Supplements. (2016). Vitamin D Fact Sheet for Health Professionals. <https://ods.od.nih.gov/factsheets/VitaminD-HealthProfessional/>

Wagner et. al. (2008). Prevention of Rickets and Vitamin D Deficiency in Infants, Children, and Adolescents. *Pediatrics*. 122(5).<http://pediatrics.aappublications.org/content/122/5/1142.short>

This handout was prepared by the Loudoun County Health Department with funding from the National WIC Association (NWA) and the Centers for Disease Control and Prevention (CDC).



# Certified Lactation Counselor Training





# “It’s Water Time” – Head Start Program





# Provider Engagement

## Benefits for coalitions and community-based projects

- Clinical expertise and perspective
- Influence in the community to help move forward the objectives of the coalition
- Scientific expertise with interpreting health literature and implementing best-practice



# Provider Engagement

## Community physicians

- Benefits:
  - Hands on experience in the community to take back to their practices and share with the medical community.
  - Creates long-term bridges and referral networks between the community and clinicians.
- Barriers:
  - Time and money
- Opportunities:
  - Creating a culture of community engagement in the physician community
  - Funding





# Provider Engagement

## Institutional physicians (Academic, Hospital system, Government)

- Benefits:
  - Opportunities for impact in ongoing community-based coalition
- Barriers:
  - Time and money
- Opportunities:
  - Long-term partnerships to develop and retain a well-trained leadership team for the coalition: Health Department/Academic/Coalition
  - Institutionalize physician community engagement with compensated time

# Thank you!

## Questions?

**[Janine.Rethy@loudun.gov](mailto:Janine.Rethy@loudun.gov)**

Janine Rethy, MD, MPH, FAAP, FABM  
Physician Advisor  
Obesity & Chronic Disease Prevention  
Loudoun County Health Department



# Best Practices for Sustainability and Success

Dr. Junith Thompson

MD OB-GYN

# How Providers can engage with WIC

- Initiate contact with the WIC Clinic
- Schedule a tour of the facility
- Create a strong referral source

“Once I went to the local WIC Clinic and saw what was offered, it became real. WIC is now a community resource for me to refer families to.” --- Dr. Thompson



# Actively participate on a work team

## Eat. Move. Thrive.

*Kenosha County!*



Name: \_\_\_\_\_

Date: \_\_\_\_\_



With your provider,  
set your goal(s) to

**Eat. Move. Thrive.**

Use the **Eat. Move. Thrive.**  
brochure for resources.

“Through my involvement on the leadership team and coalition, I’ve been able to offer my expertise to work team #3 “non-pharmaceutical” Rx pad, and encourage my patients to set healthy goals.” – Dr. Thompson

EAT	MOVE	THRIVE
Provider: _____		

# Lessons Learned.....

- Outreach directly with providers
- Community Open House
- Engage, engage, engage...





# Questions?

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