Montana WIC

Nutrition Program for Women, Infants and Children

Breastfeeding Education Plan

Fiscal Year: 2017

Local Agency: | WIC Director:

Complete all sections of plan and submit to the state office

I. Briefly describe prior year activities including any successes or challenges:

II. Describe needs of local clinic, participant population, and/or staff:

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III. Choose at least one area of focus for Data in your local agency:

Level One	**Level Two**
☐ Initiation (81.9%)	
☐ 3 months, any (71.25%, no national target but midway between initiation and 6 months targets)	☐ 3 months, fully
☐ 6 months, any (60.6%)	☐ 6 months, fully
☐ 12 months, any (34.1%)	☐ 12 months, fully

Any Local Agency Program may choose from Level One. A Local Agency Program which has met or surpassed the national targets for all of the Level One options, may choose to set a higher target for a Level One option or select a Level Two option.

IV. Choose at least one area of focus for Breastfeeding Education in your local agency:

Please use local agency breastfeeding data to direct your plan

___ Staff competency: Provide staff with training in breastfeeding

___ Community: Collaborate with local providers and groups to support breastfeeding mothers

___ Targeted Education: Develop or identify evidence-based materials to use in education about breastfeeding (initiation, duration or overcoming barriers)

Describe (in detail) activities associated with focus area, including outreach and promotion:

Attention: Chris Fogelman, WIC Breastfeeding Coordinator
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Questions? Email cfogelman@mt.gov or call 1-800-433-4298 or 406-444-5285,

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