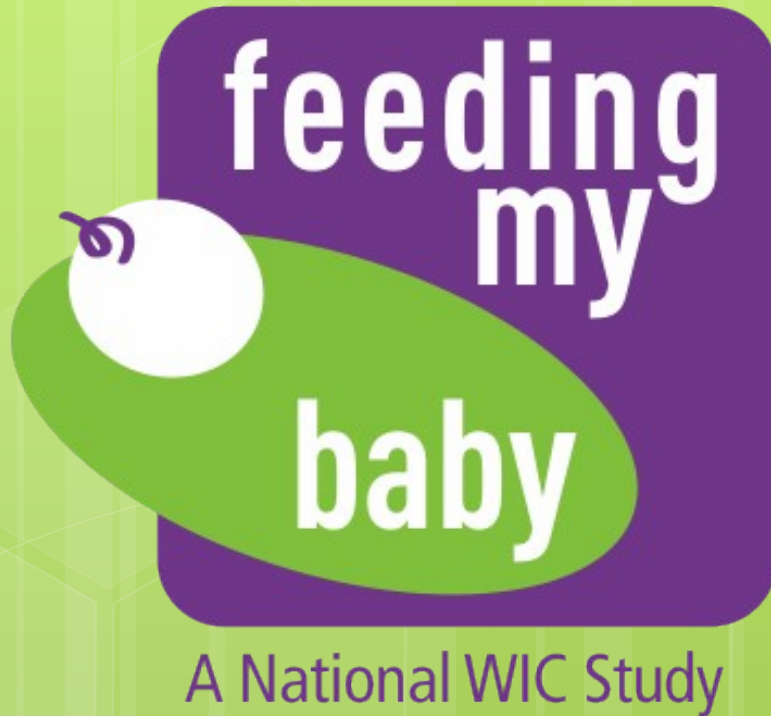


APPENDIX V
Study extension webinar slides



Study Extension Webinar

[Date]

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-0580. The time required to complete this information collection is estimated to average 1 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.



Greetings from the Feeding My Baby Study Team!

- Westat
- Altarum Institute
- Public Health Foundation Enterprises WIC Program
- Nutrition Policy Institute of the University of California
- USDA Food and Nutrition Service

Webinar Agenda

- Study objectives
- Study timelines
- Study activities
- Highlights from study reports
- Study activities during the extension
- Role of State Agencies and sites during study extension period
- Questions from State Agencies and sites



Study Objectives

- Update results of WIC infant feeding practices study conducted in 1994-95
- Compare new findings with previous WIC study and other studies of infant and toddler feeding practices
- Assess conditions of overfeeding and overconsumption
- Identify nutrition education influences on infant and child feeding practices
- Assess the impact of WIC on nutrition, health and developmental outcomes
- Determine changes in feeding practices and behaviors as infants transition to toddlers and preschoolers
- Identify factors that lead to continued, discontinued, or renewed participation in WIC through age 5 years



How will the findings be used?

- Provide insight on the factors and influences that impact feeding practices—useful for planning nutrition education
- Describe food and nutrient intake from infancy through age 5 years—useful for assessing WIC food packages
- Identify factors associated with movement in and out of WIC—useful for addressing program retention and outreach
- Inform the nation about the important role WIC plays in early childhood nutrition

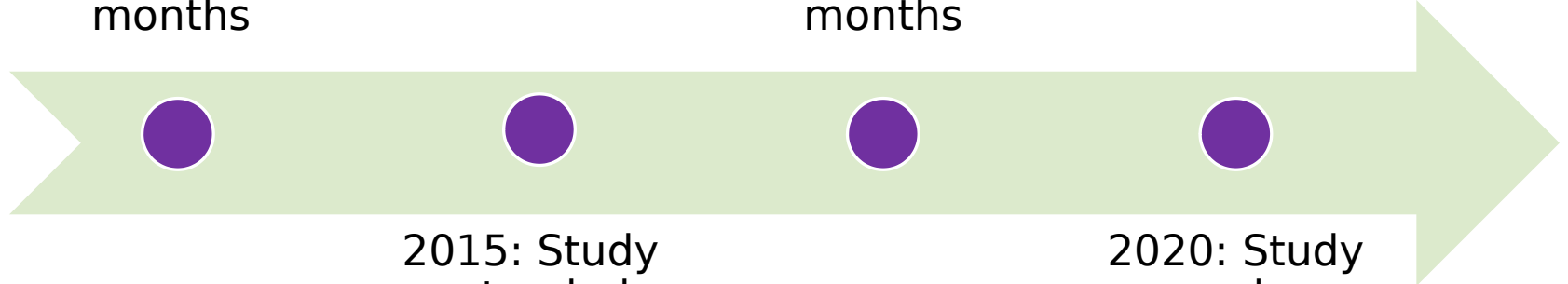
Study Timeline

2013: Study
begins for
prenatal
through 24
months

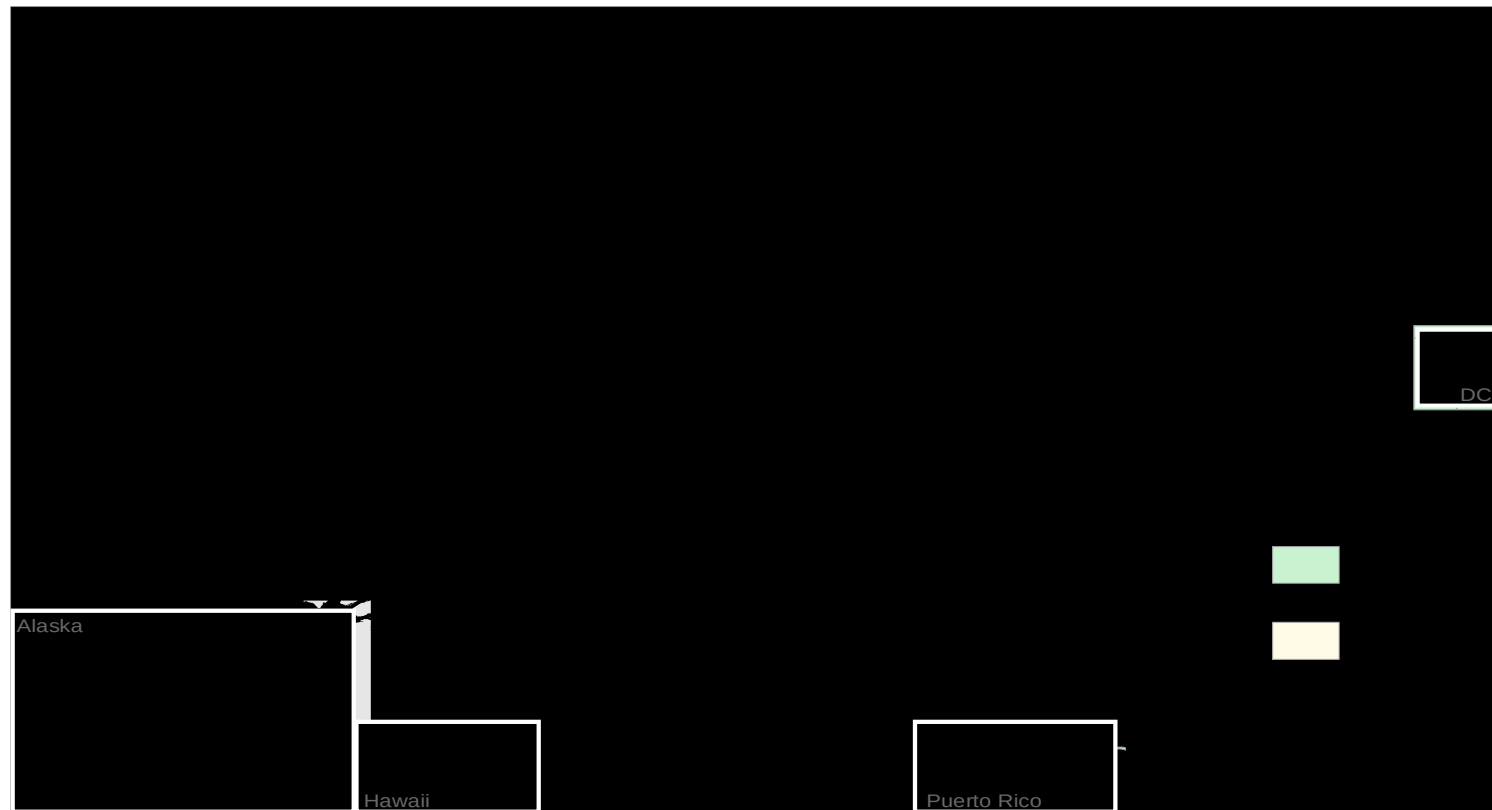
2106: Study
extended
through 60
months

2015: Study
extended
through 36
months

2020: Study
ends



Study States and Sites





Study Activities

- **2013:** Recruitment of prenatal women and infants into study; WIC staff interviews and survey
- **2013-2015:** Interviews of prenatal women and infants from birth through 24 months; infant measurements at 6, 12 and 24 months
- **2015-2016:** Interviews for children at 30 and 36 months; measurements at 36 months
- **2016-2019:** Interviews for children at 42 through 60 months; measurements at 48 and 60 months
- **2020:** Final report



Recruitment of Study Participants

- Recruited 4,367 participants
 - Prenatal women
 - Mothers of infants up to 2.5 months old

Interviews with Parents/Caregivers

- [add table of status of interviews at time of webinar]

Measurements of Infants/Children

- WIC data requests to State Agencies for measurements at 6, 12, and 24 months to date
- Feeding My Baby measurement cards—beginning when children turn 36 months
- Requests to healthcare providers
- Home health agencies
- [add bullet point on status of receiving measurement data]

Study Highlights: Prenatal

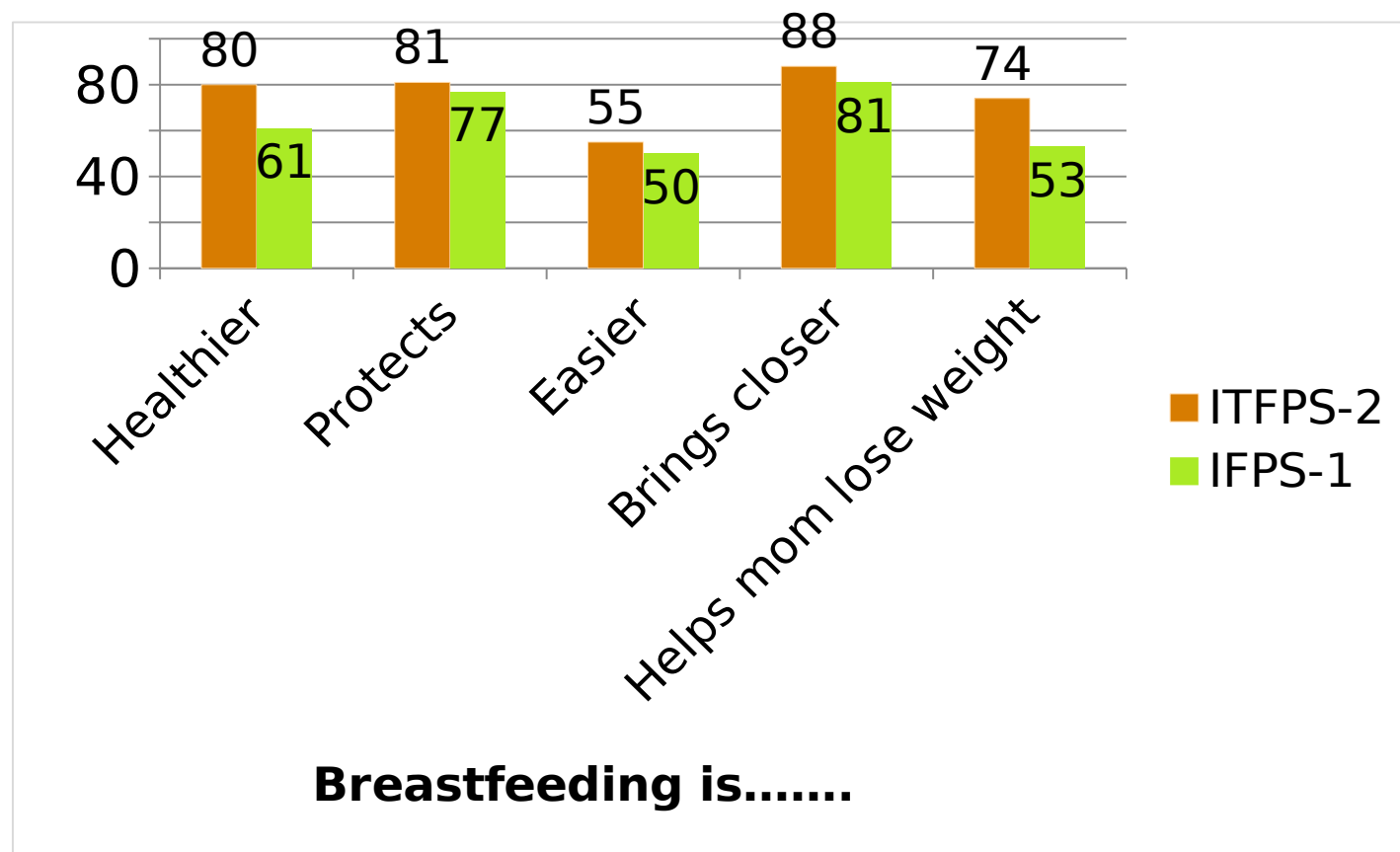
- 2,649 women who enrolled in WIC prenatally (73%)
- Topics
 - Beliefs about breastfeeding
 - Experience and advice about infant feeding
 - WIC Program knowledge
 - Intentions to breastfeed



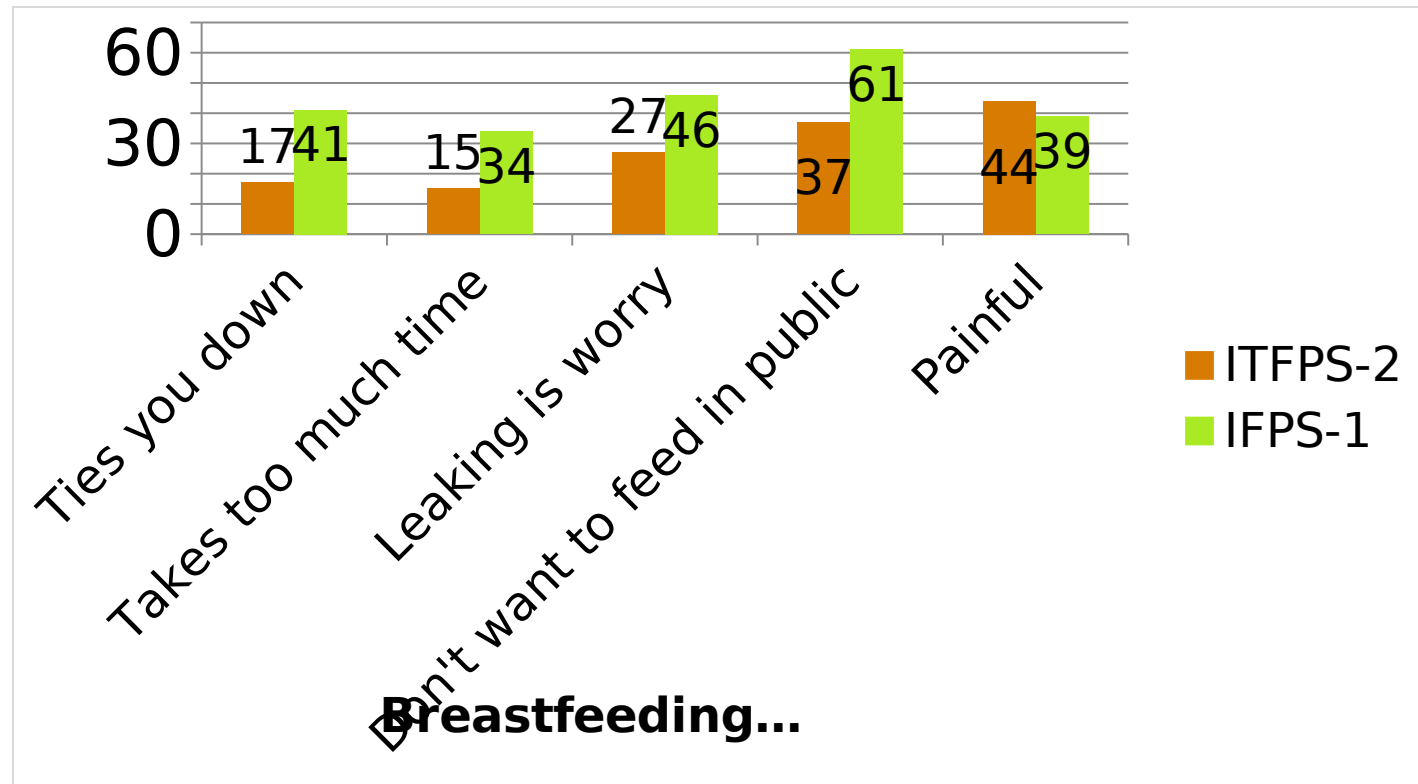
Participant Socio-demographics

Demographics of mothers	Percent
Race: White/Black	59% and 25%
Ethnicity: Hispanic/Latino	40%
Unmarried	70%
≤ 75% poverty threshold	63%
Food security: Low/Very low	31% and 17%
History of breastfeeding	54%
Weight: Overweight/Obese	26% and 28%
Enroll: 1 st -2 nd trimester/1 st child	67% and 40%

Breastfeeding Beliefs-- More Positive



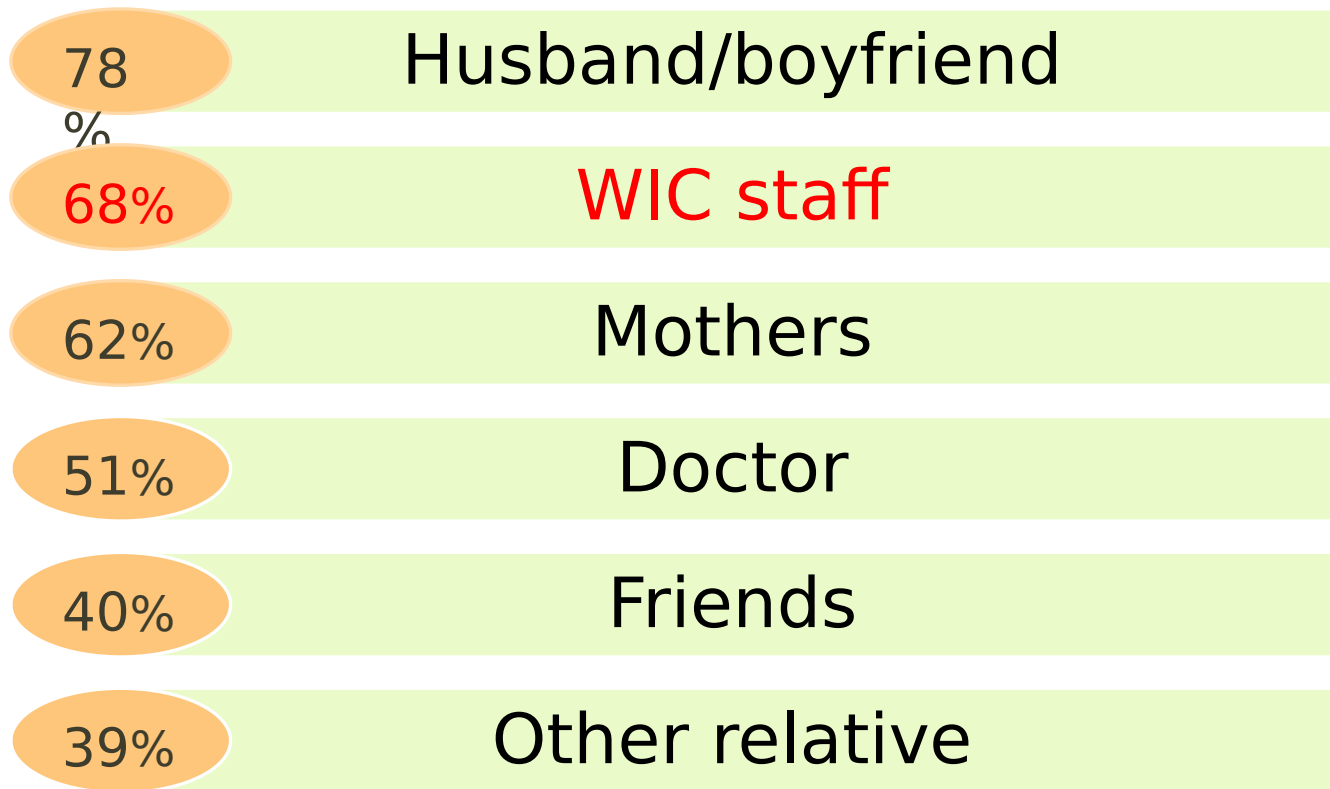
Breastfeeding Beliefs-- Less Negative



Breastfeeding Beliefs by Socio-demographics

- **Race:** African Americans least positive
- **Ethnicity:** Hispanics most positive
- **Education:** Less educated less positive

Infant Feeding Advice



Advice Important to Decision



Infant Feeding Intention (IFI) Scale*

- I am planning to only formula feed my baby and do not plan to breastfeed at all.
- I am planning to breastfeed my baby or at least try.
- When my baby is 1 month old, I will be breastfeeding without using any formula or other milk.
- When my baby is 3 months old, I will be breastfeeding my baby without using any formula or other milk.
- When my baby is 6 months old, I will be breastfeeding my baby without using any formula or other milk.

*developed by Nommsen-Rivers (2010)



Mean IFI Score

- All prenatal women in study = 9.8
- Prenatal women in study pregnant with 1st child = 10.2



Higher Intention to Breastfeed

- Hispanic
- Married
- >75% of poverty guidelines
- Breastfed previously for >3 months
- More education



Lower Intention to Breastfeed

- African American
- Pregnant with a third or subsequent child
- Having been on WIC previously
- Not living with the baby's father
- Engaging in discussions about infant feeding plans with no more than one person



No Impact on Intention to Breastfeed

- Food security
- Pregnancy trimester joined WIC
- Weight before pregnancy
- Born in the US



Intention to Breastfeed: Regression Model

Socio-demographics + Beliefs +
Advice/experiences → Intentions to
Breastfeed

Regression model explains nearly
34% of the variability in IFI scores.

Socio-demographics (SD)+ Beliefs + Advice = Intention

A National WIC Study

Explanatory variable	Coefficient sign	Significance
SD: Some BF history	Positive	Significant
SD: >High School education	Positive	Significant
SD: Mother living with father of baby	Positive	Significant
SD: Second/subsequent born	Negative	Significant
Belief: Benefits Index	Positive	Significant
Belief: Barriers Index	Negative	Significant
Advice: Spoke with >1 person about feeding plans	Positive	Significant



Summary

- Breastfeeding is viewed much more favorably than 20 years ago
- Views on **Benefits** drive intention to breastfeed; vary by race, ethnicity and education level
- **Advice** from more than one person impacts intention

Study reports available at
<http://www.fns.usda.gov/wic/wic-studies>

feeding
my

baby

A National WIC Study

Study Highlights: Infant

- [include 5-6 slides of findings for infants if approved by FNS]



Study Activities during Extension

- Obtain State/local IRB approvals
- Notify parents/caregivers and ask them to continue with study
- Stay in contact with parents/caregivers
- Conduct four additional interviews—42, 48, 54, 60 months
- Obtain weight and height measurements at 48 and 60 months

Study Participation during Extension

Estimates: number of children who will continue in study and percent of completed interviews*

	Number in Study	Percent Interviews Completed
42 Months	2,319	57%
48 Months	2,200	54%
54 Months	2,087	52%
60 Months	1,980	49%

* Children remain in study regardless of WIC enrollment status

Keeping Parents/Caregivers Engaged

- Extension flyer, birthday cards, thank you notes, phone calls, text messages
- Incentives
 - \$45 - \$60 (plus \$10 for use of cell phone) for interviews 42, 58, 54 and 60 months
 - \$50 (plus \$10 for transportation) for obtaining measurements at 48 months
 - \$60 (plus \$10 for transportation) for obtaining measurements at 60 months

Assistance from States and Sites

- Obtaining measurements at 48 and 60 months (age 4 and 5 years)
- All parents/caregivers will be asked to take child to WIC site or healthcare provider for measurements
- Measurement cards will be provided to all parents/caregivers to obtain measurements and return to Westat

Measurement Card



APPENDIX K.1
WIC INFANT AND TODDLER FEEDING PRACTICES STUDY – II
48- and 60-MO HT/WT MEASUREMENT CARD - ENGLISH

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 433 ROCKVILLE MD

Westat
1600 Research Boulevard
Rockville, Maryland 20850-9973



Measurement Card



Measurement Card Instructions

This child is taking part in the WIC Feeding My Baby Study sponsored by the United States Department of Agriculture (USDA), Food and Nutrition Service. The purpose of this study is to understand health, growth, and feeding practices of children between birth and 5 years of age. To study growth, we are obtaining the height and weight measurements for these children during this critical development period. For any questions, please call 855-328-1282 (toll free).

Please complete and return this postage-paid card to Westat by mail. The parent/caregiver will receive an incentive for bringing the child in for measurements when the card is received by Westat.

OID# Approval No. 0354-0362
Approval Expires 30/07/2008

Child's First and Last Name		Child's Birthdate
Parent/Caregiver's First and Last Name		
Provider Type (check box)		
<input type="checkbox"/> WIC Program <input type="checkbox"/> Healthcare Provider/Clinic <input type="checkbox"/> Other _____		
Provider Name, Address and Phone Number		

Measurements	
Height	_____ in OR _____ cm
Weight	_____ lb _____ oz OR _____ kg
Date of Measurements	

According to the Receiver's Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OIG control number. The valid OIG control number for this information collection is 0354-0362. The time required to complete this information collection is estimated to average 10 minutes, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

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Measurements at WIC Sites

- All children in the study—some on WIC and some not on WIC
- All parents/caregivers will be offered incentive to have measurement card completed and returned
 - On WIC at 48 months: recertification
 - Not on WIC at 48 and 60 months: identify convenient WIC site for parent/caregiver



Measurement Data Alternatives

- WIC data request for 48 month measurements
 - only if child is on WIC and measurement card not returned
- Request for measurements from healthcare provider
- Parent/caregiver sends in copy of record from healthcare provider
- Home health agency



Other Assistance from WIC

- Help with locating parents/caregivers of children in the study if....
 - They can't be located through other means
 - They are believed to be participating in WIC

What are your questions?





Thank you for your support!

