

Addressing Disparities in Lactation Care: BFHI Step 10 in Action at PHFE-WIC

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Latino Demographics

- According to U.S. Census Bureau population estimates as of **July 1, 2011**, there are roughly *52.0 million Hispanics* living in the United States.
- This is approximately **16.7%** of the U.S. total population.



Los Angeles County Data

- Los Angeles County has 4.9 million Latinos
 - 9% of the nation's Latino population
 - 84% Mexican
 - 9% Central American
 - 7% Other Subgroups

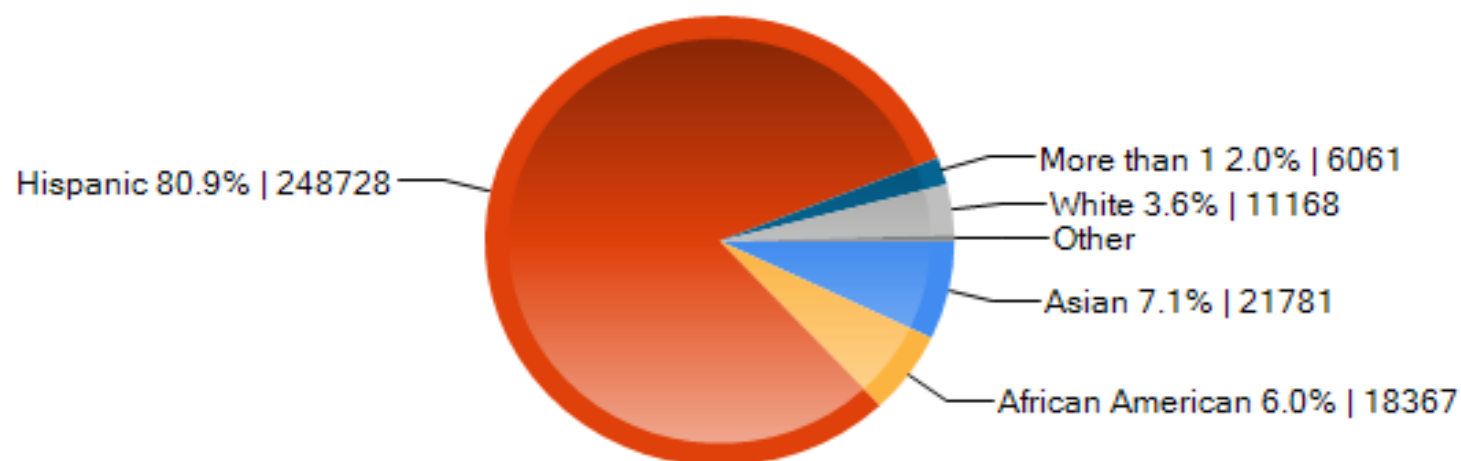


Parenthood and Fertility

- Latinos who live in the U.S. have higher rates of fertility than do whites, blacks or Asians.
- Among Latinos, the foreign born have higher rates of fertility than the native born 3.1 versus 2.3.



2014-08 Ethnicity Overall by Month



Asian 7.1% | 21781

Hispanic 80.9% | 248728

White 3.6% | 11168

Other

African American 6.0% | 18367

More than 1 2.0% | 6061

USDA Qualifications for a PC

- A paraprofessional
- Demonstrates good communication skills
- Has breastfed a child
- Is enthusiastic about breastfeeding and has a desire to share that enthusiasm
- Is fluent in the language of the WIC participants she counsels
- Is recruited and hired from the target population
- Speaks the program supervisor's language



Overview of the PHFE-WIC PC Program

- Target audience: English and Spanish speaking WIC moms
- Promoted qualified WNA to PC Position
- 80% time focused on PC work
- 20% time on WIC work
- 1 PC at a WIC site 1 PC follows a “caseload” of 80-100 women



Keys to Success

PHFE-WIC PC Program

- Support from Management and Client Services
- LC Staff – Fulltime Bilingual Lactation Consultants
- Motivated and dedicated Peer Counselors



Keys to Success

Support from Management and Client Services

- Identify leadership to oversee a PC program
- Allow adequate training time
- Embrace the changes at the WIC Center level
- Recognition of the Results



Keys to Success

Fulltime Bilingual Lactation Consultants

- LCs speak the languages of the WIC ppts
- LC functions in supervisory role
 - Share supervisory role with WIC site supervisor
 - Clear delineation of responsibilities



Keys to Success

Motivated and dedicated PCs

- Competitive interview process
- Most qualified candidates were:
 - Long time WIC employees (10-15 years)
 - Passion for breastfeeding
 - Usually the most experienced “breastfeeding” person at the WIC site





Peer Counselors Services

- Prenatal Breastfeeding classes
- PC Program enrollment
- Prenatal breastfeeding counseling
- Weekly/monthly phone follow-up
- Home visits (as needed)
- Breastfeeding assessment clinic management
- Postpartum breastfeeding support groups
- Referrals to other services



Impact of PC Program at PHFE

- Improved BF rates
- Increased BF skills
- Increased focus on BF at each WIC Center



Health Disparities

Table 6. Proportion of Latinos and Latino Subgroups Reporting Language Difficulties in Communicating With Health Care Providers (%)

Total Latinos	29
Foreign-born Latinos	42
Native-born Latinos	8
Mexican	31
Puerto Rican	15
Cuban	26
Total Central American	42
Total South American	32

Source: Pew Hispanic Center/Kaiser Family Foundation (4)



Disparities Among Latinas: Mental Health

- Risk of mental illness increases with acculturation and time since entering the U.S.
- Research indicates that when it comes to addressing depression after delivery, Latina moms are significantly under-identified and undertreated.



Disparities Among Latinas: Mental Health

Underlying syndemic factors for depression among Latinas

- Substance Abuse
- Social and Domestic Violence
- HIV



Latinas and Mental Health Services

- Factors that can play roles in Latinas' understanding and utilization of mental health services.
 - socioeconomic status
 - education
 - acculturation
 - length of time in the United States



Healthy People 2010

reports disparities in the use of mental health system by Latinas who have similar rates of prevalence to that in other ethnic/racially diverse groups.





Case Study