



THE GEORGIA DEPARTMENT OF PUBLIC HEALTH

FACT SHEET

BREASTFEEDING EDUCATION & SUPPORT

Division of Health Promotion
Maternal & Child Health Section
Title V Office
Family Health Unit

What is the purpose of the program?

The purpose of the program is to:

- Integrate breastfeeding education and support across all public health programs, policies and initiatives
- Facilitate and expand policy development and breastfeeding infrastructure

What does the program do?

Every pregnant woman receives education on why breastfeeding is important for her and for her child, including practical help for overcoming barriers to success. Assistance includes classes, counseling, telephone support and referrals; it may also include provision or loan of a breast pump. The program works with coalitions, hospitals, medical practices and employers. It provides staff training and education programs for physicians, medical residents and the community. Most districts have Peer Counselors who provide education and proactive mother-to-mother support. Additional outreach activities include community, workplace, and hospital support programs, health fairs, and media campaigns. These activities are carried out primarily by Georgia's WIC, augmented by funds from the Maternal and Child Health Block Grant.

How many people are helped by the program?

Georgia's WIC served a total of 138,245 women (including 81,895 prenatal women) and 176,256 infants in federal fiscal year (FFY) 2010. Fifty-three percent of Georgia's WIC infants initiated breastfeeding (38% for 6 months) in FFY 2010.

Why is it important to support breastfeeding?

Through numerous studies, breastfeeding has been shown to promote optimal child health and development, including prevention of obesity. It decreases maternal risks for breast and ovarian cancer, postpartum depression and other chronic conditions. Breastfed infants have fewer illnesses, which saves substantial health care dollars. There are significant savings for families who breastfeed due to the cost of infant formula, and equipment and supplies necessary to formula-feed. Exclusive breastfeeding is environmentally friendly: there is no pollution from manufacturing and shipping infant formula and no additions to landfills from cans, labels and packaging.

Who is eligible?

Pregnant and breastfeeding women who meet residence, income and nutritional-risk criteria are eligible for breastfeeding services through Georgia's WIC. In addition, all Georgians are eligible to receive breastfeeding information and support through community, workplace, and hospital outreach efforts.

Where are services located?

Statewide. To locate services by county visit http://health.state.ga.us/wic_clinics/clinic_lookup.aspx

Outcome Measures

- Increase the percentage of women who are breastfeeding at hospital discharge
- Increase the breastfeeding initiation rate among infants enrolled in Georgia's WIC
- Increase the percentage of infants in Georgia's WIC who breastfeed for at least 6 months
- Provide a platform to support an increase in the number of breastfeeding-friendly environments (community, workplace, and hospitals)

Legislative Authority: Federal Child Nutrition Act of 1966



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CHILDREN AND YOUTH WITH SPECIAL NEEDS BABIES CAN'T WAIT

Division of Health Promotion
Maternal & Child Health Section
Child Health Office

Why is early intervention important?

Babies develop very quickly. Half of their physical, social, emotional, and intellectual growth takes place in the first few years of life. These early years are the critical foundation for later learning.

Each year in Georgia, more than 10,000 babies are born with, or later develop, conditions that affect typical growth and learning. Without early help, even conditions that are mild in the beginning can become more severe as a child grows older. With early intervention, a child who is developing slowly has a greater chance of reaching his or her developmental potential. Studies show that for every \$1 spent on early intervention, \$7 can be saved on additional services that might otherwise be needed later in the child's life.

Early intervention services reduce the need for special services later in life by helping children with developmental delays reach their maximum developmental potential. Institutionalization of young children with disabilities has decreased significantly since federal law established early intervention programs in 1986.

What is the purpose of the program?

To enhance the capacity of families to meet the special needs of their child in order to ensure that each young child with significant developmental delays achieves his or her maximum developmental potential.

What is Babies Can't Wait?

The Babies Can't Wait (BCW) early intervention process begins with a complete evaluation and assessment of the child's development. If the child has a significant developmental delay or disability, the next step is to identify the child's developmental strengths and needs and the family's priorities and goals for their child. Appropriate services needed to support these goals are identified and are provided in a manner that supports parents and other primary caregivers in using typical daily activities and routines to increase everyday learning opportunities for each child.

How many people are helped by the program?

Georgia's Babies Can't Wait early intervention system has served Georgia's children and families since 1987. 12,123 children and families were served in FFY 2011.

What does the program do?

- Every child and family receives evaluation, assessments, and service coordination at no cost in order to develop and implement a plan to meet (1) the child's developmental needs, and (2) the family's needs related to improving their child's development.
- The individualized family service plans identify early intervention services such as assistive technology, therapies, or special instruction that are necessary to support progress toward each individual child's goals. These services are provided where the child lives, learns, and plays.
- Services are provided in a manner that supports and coaches parents and other primary caregivers in using activities throughout the child and family's daily routines that will increase learning opportunities for each child.
- Service coordinators help families obtain the services and supports identified in their plans by accessing Babies Can't Wait team members and other community resources. Most services are provided through contracts with private providers who participate on local Babies Can't Wait teams.
- As a part of transition, families are informed about programs and services available to them after their child leaves Babies Can't Wait. Additionally a transition meeting is coordinated with local school system representatives for children who may be eligible for school system services at age 3. The transition meeting is held at least 90 days prior to the third birthday.
- The program is assisted by a governor-appointed State Interagency Coordinating Council, which consists of legislators, state agency representatives, public and private providers, and families.