

**MEMORANDUM**

**INFORMATION MEMO #16-02**

**TO:** District Nutrition Services Directors

**FROM:** Angela Hammond-Damon, IBCLC   
Deputy Director, Operations and Nutrition Services  
Georgia WIC Program

**DATE:** October 21, 2015

**RE:** Breastfeeding Updates

Many exciting things are happening in Georgia's WIC program regarding breastfeeding.

We are pleased to announce the United States Department of Agriculture (USDA), once again, awarded Georgia WIC the Breastfeeding Performance Bonus Award for having the most improved breastfeeding rates for WIC participants. This award will go towards further enhancements of our breastfeeding program. We are thankful to all WIC staff for their contribution towards receiving this honor.

Some of the activities that will take place during FFY 2016 include;

- 1) **Peer Counselor Database System (PCDB):** A system that creates a central place for data storage for all women enrolled in the Peer Counseling Program. It collects information for state required reports. It is a web-based application that other USDA funded Peer Counseling Programs are using across the country. The targeted implementation date is January 15, 2016, with training beginning December 1, 2015.
- 2) **Breast Pump Policy/SSENDS Database:** In an effort to close our Management Evaluation (ME) findings, a statewide tracking system has been created and breast pump policy developed. This allows state office and districts to manage/track breast pumps. Upcoming trainings on the use, as well as, breast pump issuance, ordering, and transferring is forthcoming. The 2016 Breast Pump Policy will be shared at the upcoming District Nutrition Services Directors' (NSD) meeting.

We look forward to sharing more detailed information regarding breastfeeding strategies at a later date. If you have any questions pertaining to this memorandum, please contact Patricia Cwiklinski at 404-656-9874 or via email at [Patricia.Cwiklinski@dph.ga.gov](mailto:Patricia.Cwiklinski@dph.ga.gov)

c: Debra L. Keyes, MA, RD - Director, Georgia WIC Program  
District Health Directors  
District Breastfeeding Coordinators  
District Program Managers  
WIC Deputy Directors  
WIC Managers

