

TABLE OF MEDICAL PROVIDER SURVEY RESULTS

SURVEY RESULTS SUMMARY				
Activities	STATES			
	California	Georgia	Nevada	Rhode Island
Formalized Relationships with Medical Providers				
Contract with State AAP		✓		
WIC AAP Representative		✓	✓	
Breastfeeding Advisory Group, task forces or MD committee on breastfeeding	✓	✓	✓	✓
Outreach Communication Efforts				
MD surveys	✓	✓		
Direct mailings, faxes, e-mails	✓	✓		
Public Forums (Grand Rounds)		✓	✓	✓
Web Page on State AAP Site		✓		
Liaison Activities with MDs				
Educational sessions for MDs on relevant nutrition topics (lunch and learns)		✓		
Newborn care clinic to support breastfeeding			✓	
Visit medical provider offices-in service				✓
Breastfeeding peer counselor program in health clinics				✓
Breastfeeding telephone conference training		✓		
Automatic referral system		✓		
WIC assists physicians w/ EPSDT services requirements		✓		
Other Health Care Programs				
Close ties with the immunization community		✓		
In-hospital WIC certifications and breastfeeding support		✓		✓
Work with health insurers to promote breastfeeding/WIC	✓			✓
Co-location with medical groups/county health departments		✓		

TABLE OF MEDICAL PROVIDER SURVEY RESULTS RECOMMENDATIONS

SURVEY RESULTS RECOMMENDATIONS				
Activities	STATES			
	California	Georgia	Nevada	Rhode Island
Get to know your medical community and their perceptions of WIC and what they would like out of a relationship with WIC		✓		
Communicate without being overly zealous			✓	
Help providers with administrative burden	✓			✓
Process information with medical providers				✓
Provide medical providers with necessary information only				✓
Access medical providers who are already interested in the WIC Program mission	✓	✓		
Build up WIC staff competencies so physicians see the value in working with WIC staff		✓		

For more information, please refer to the American Academy of Pediatrics policy statement called *WIC Program: Provisional Section on Breastfeeding* (November 2001). This statement can be accessed at www.aap.org.