



Baby Behavior Education in California WIC



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California State WIC Program

Today I will describe:

- Campaign Development
- Staff Training
- Lessons Learned
- Staff and Participant Feedback



Why Baby Behavior?



Why do inappropriate infant feeding practices among WIC participants continue despite extensive nutrition and infant feeding education?



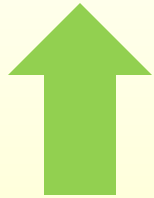
Focus Groups

- WIC moms believed breastfeeding is "best"
- babies only cry and wake because they are hungry

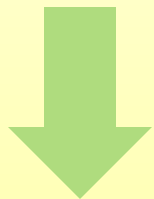


The FitWIC Baby Behavior Study (2006-2009)

When parents understood their babies' behavior:



Exclusive
breastfeeding



Formula use
Overfeeding





California

BABY

BEHAVIOR

Campaign



1.3 million WIC participants

84 local agencies

650 sites

Core materials provided in 7 languages



California Baby Behavior Campaign Workgroup

Staff Training



Sleep

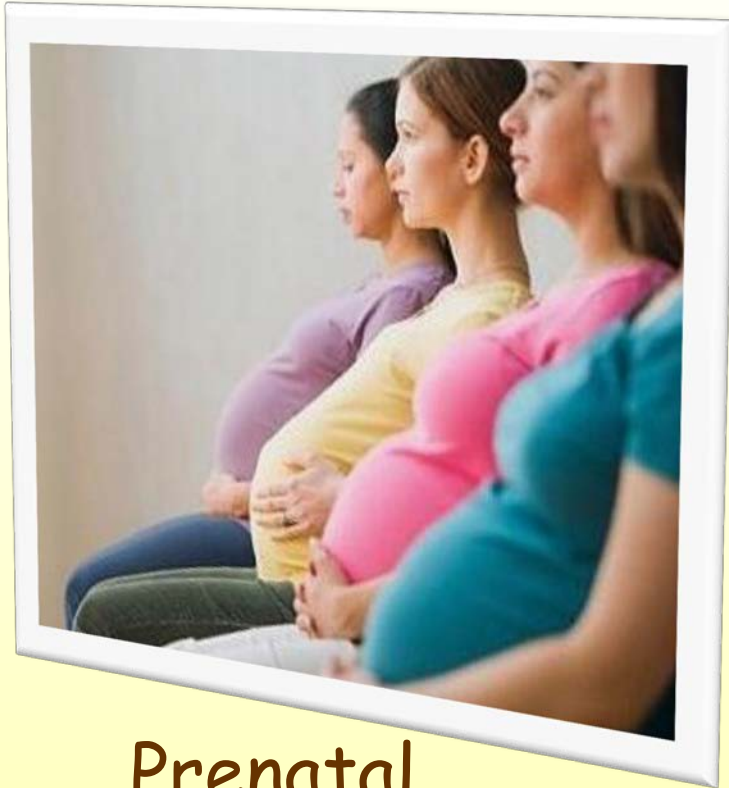


Crying



Cues

Participant Education



Prenatal
(3rd trimester)



Early Infancy
(before 6 weeks)



UNDERSTANDING

Your Newborn Baby's Behavior

1



Welcome!

2



Light and Deep Sleep

3



Waking Up



4



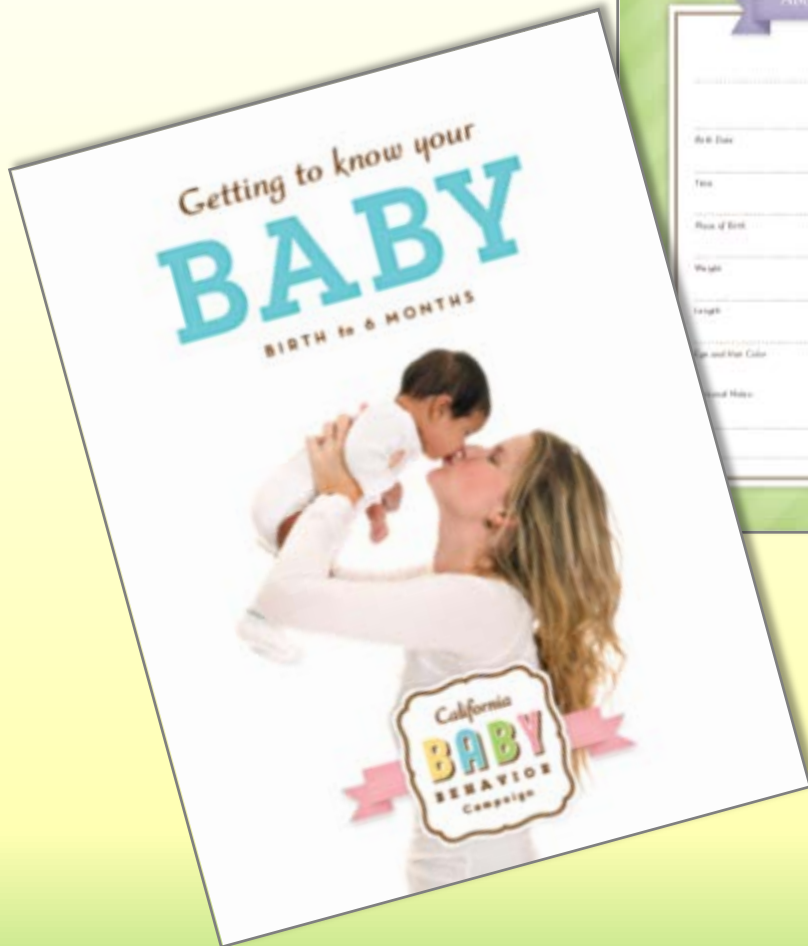
Hunger Cues

5



Calming a Crying Baby

Participant Education Materials



About Your Baby

Baby's Name _____

Age _____

Sex _____

Race of Birth _____

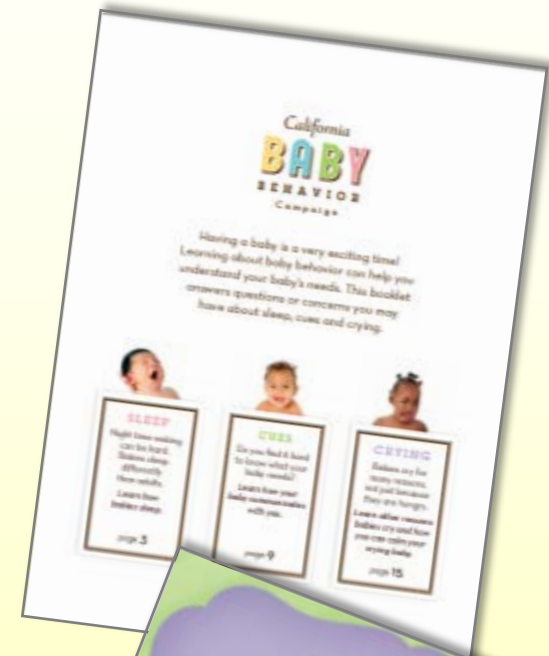
Weight _____

Length _____

Eye and Hair Color _____

Special Needs _____

Please give baby's gender to form.
11" x 17" (Portrait)





Getting to Know your baby



Upload

Sign in

Filters

About 5,330,000 results

- Popular on YouTube
- Music
- Sports
- Gaming
- Movies
- TV Shows
- News
- Spotlight

CHANNELS FOR YOU

- coachella
- YouTube Spotlight
- BabyTV Channel
- The Ricky Gervais Channel
- BuzzFeed Central

Browse channels

Sign In now to see your channels and recommendations!

Sign in



This is Ergobaby

by **ergobaby** • 11 months ago • 281,641 views

#1 Rated Baby Registry Choice
Most Comfortable For You & Baby



Who Knew Books - Just \$10

by **WhoKnewBooks** • 6 months ago • 24,851 views

As Seen On TV Commercial
Over 500 Pages Of Money Saving Tips



Getting to Know Your Baby

by **californiawic** • 1 year ago • 4,916 views

California Baby Behavior Campaign.



Getting to Know Your Baby While Pregnant

by **inbetweenfriends** • 1 year ago • 122 views

http://www.inbetweenfriends.com We love this topic...and I (Rebecca) will say, quite selfishly, I love love love this topic! We are all ...



Breastfeeding How to know your baby is getting enough milk

by **babycaretv** • 2 months ago • 1,607 views

All you need to **know** about breastfeeding, new moms and new mom in this channel. Instruction and How To videos about prenatal ...

Are your kids curious about science?

What do they want to know?

Public Insight Network
AMERICAN PUBLIC MEDIA

Advertisement



BABY CUES



1



Communicating
with Your Baby

2



Recognizing
Baby Cues

3



Responding
to Baby Cues

Baby Cues Class



Hunger Cues



I need something
to be different



I want to be near you



Fullness Cues

Lessons Learned



- Implementation
- Prenatal Education
- Early Infancy Education

Lessons Learned: Implementation

1) Begin with staff training

2) Roll out in phases

3) Be flexible



Lessons Learned: Prenatal Education



Lessons Learned: Early Infancy Education



- Timing
- Appointment length
- Missed appointments
- Staff skill



Importance of Observation and Mentoring



More Lessons Learned

- Buy-in from staff and management
- Baby Behavior "cheerleader"
- State support



What do Staff have to say?



**"I wish I knew this
stuff when my kids
were little."**

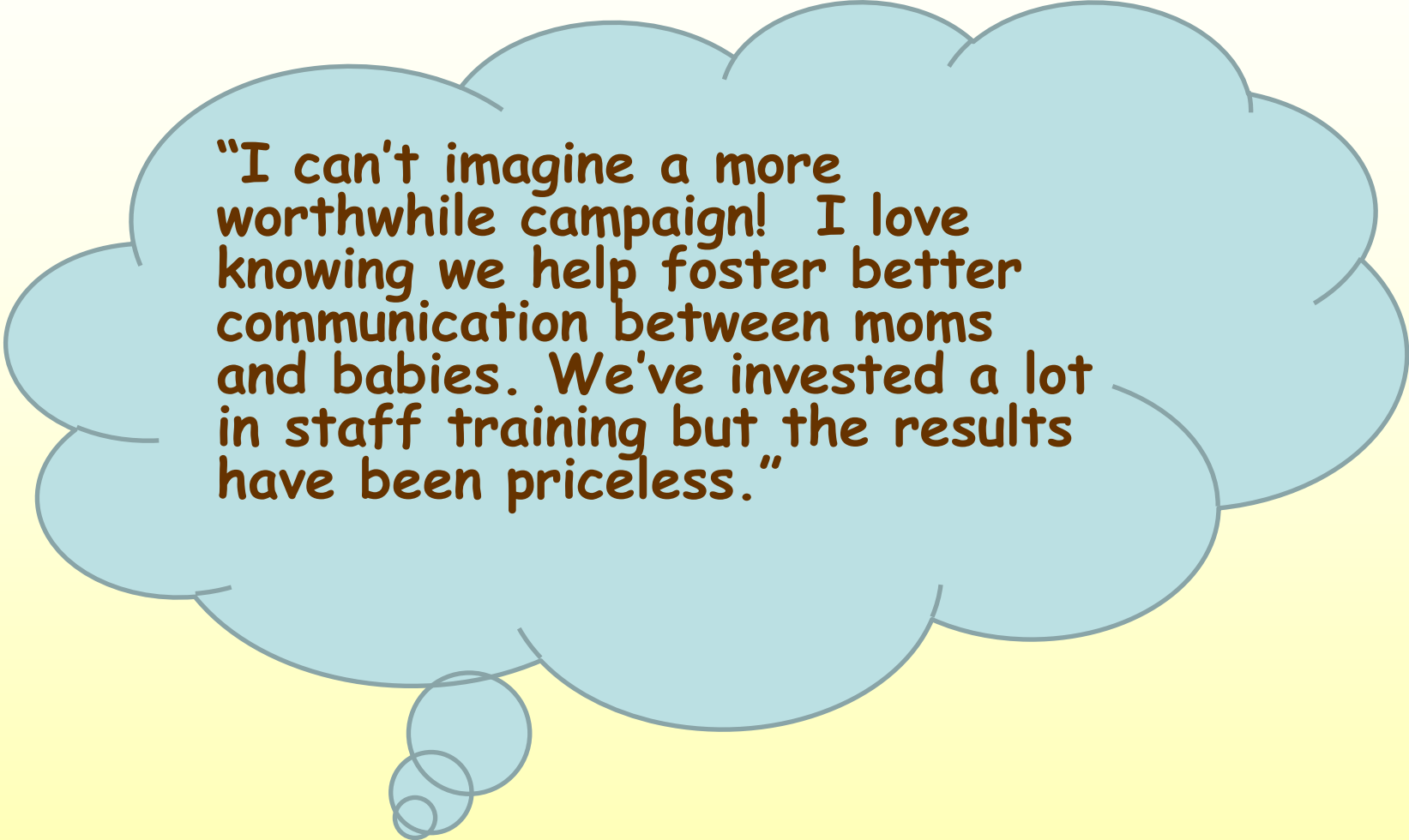


“Asking mothers to hold and watch their babies improves the connection between them.”



"Participants love receiving the DVD and booklet so they can share it with others at home."





"I can't imagine a more worthwhile campaign! I love knowing we help foster better communication between moms and babies. We've invested a lot in staff training but the results have been priceless."

WIC Site Manager

How are participants responding?

Helpful information
Shared with others



"Instead of just assuming I know the reason my baby is doing something, I go back to the booklet and look it up."



**"The class really helped.
It's been easier for me
because I know what to
expect and what my
baby needs."**



**“Doing the same thing
again and again helps me
calm my baby when I
know he is not hungry.”**



"Now I know he is not supposed to be sleeping through the night."





California WIC Website



www.wicworks.ca.gov



en Español

» Su salud en su idioma

Most Popular Links

» Birth, Death, & Marriage Certificates

» Licensing and Certification

» WIC

Quick Links

» About Us

» Decisions Pending & Opportunities for Public Participation

» Diseases & Conditions

» Job Opportunities

» Local Health Services

» Newsroom

» Public Availability of Documents

Related Links

» California Health and Human Services Agency

» Department of Health Care Services (includes Medi-Cal)

» State Agencies Directory

[Home](#) > [Programs](#) > **Women, Infants and Children Program**

Women, Infants and Children Program

WIC is a federally-funded health and nutrition program for women, infants, and children. WIC helps families by providing checks for buying healthy supplemental foods from WIC-authorized vendors, nutrition education, and help finding healthcare and other community services. Participants must meet income guidelines and be pregnant women, new mothers, infants or children under age five. In California, 84 WIC agencies provide services locally to over 1.45 million participants each month at over 650 sites throughout the State.

In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age or disability.



News & Updates

- » [Breastfeeding Peer Counseling Program](#)
includes Funding Renewal Application (FRA) information
- » [Savvy Shopper Campaign](#)
- » [eWIC Updates](#)
WIC Electronic Benefit Transfer (EBT) System Planning Project
- » [Breastfeeding Times](#)
latest breastfeeding news from California WIC
- » [World Health Organization \(WHO\) Growth Charts](#)
- » [wichealth.org Online Participant Education Available](#)
- » [California Baby Behavior Campaign](#)
- » [Platinum WIC Services](#)
- » [Reaching the Millennial Generation Online - Research Project & Implementation](#)

Program Information

- » [About WIC & How to Apply](#)
- » [Welcome to WIC Video](#)
- » [Contact WIC](#)
- » [Organizational Chart \(PDF, New Window\)](#)
- » [Directions to State WIC Office \(Google, New Window\)](#)
- » [Find a Local WIC Agency \(New Window\)](#)
- » [List of Authorized Vendors \(Excel, New Window\)](#)
- » [California WIC State Plan \(New Window\)](#)
- » [WIC Statutes and Regulations !New](#)
- » [Program Partners !New](#)
includes CalFresh

WIC Authorized Foods

» [Authorized Foods & Shopping Guide](#)

Budget Information

» [CDPH WIC 2013-14 May Revise Estimate \(PDF, New Window\)](#)

Most Popular Links

- › Birth, Death, & Marriage Certificates
- › Licensing and Certification
- › WIC

Quick Links

- › About Us
- › Decisions Pending & Opportunities for Public Participation
- › Diseases & Conditions
- › Job Opportunities
- › Local Health Services
- › Newsroom
- › Public Availability of Documents

Related Links

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- › Department of Health Care Services (includes Medi-Cal)
- › State Agencies Directory

California Baby Behavior Campaign



General Information

- [One Page Summary \(PDF\)](#)
- [References \(Word\)](#)
- [Logo without Border \(JPEG\)](#) ...with Pink Ribbon

Implementation Information

- [December 2012 Update \(PDF\)](#) **New**
- [Local Agency Contacts for Baby Behavior Support \(PDF\)](#)

Comments or Questions

- Email us at WICBBFeedback@cdph.ca.gov

Staff Training Materials

1. Dr. Jane Heinig's Training:

- ["New Tools to Reduce Overfeeding: The Fit WIC Baby Behavior Study"](#)

2. Baby Behavior Staff Refresher Trainings

- [Baby Cues Module 1](#)
- [Crying Module 2](#)
- [Sleep Module 3](#)

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What Are Your Questions?

