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Director

State of California—Health and Human Services Agency  
California Department of Public Health



ARNOLD SCHWARZENEGGER  
Governor

NSB #:

Date: December 23, 2008  
To: Primary WIC Program Contact  
Subject: Healthy Habits Begin at Birth Kit

INFO ONLY \_\_\_\_\_  
ACTION NEEDED   X    
POLICY CHANGE \_\_\_\_\_  
\_\_\_\_\_ Administration  
Nutrition Staff  
  X   All Staff Affected  
\_\_\_\_\_ ISIS Change

**Purpose**

I am writing to provide information about the Healthy Habits Begin at Birth (HHBB) campaign and kit. Healthy Habits Begin at Birth is the portion of the Healthy Habits campaign that focuses on our pregnant, postpartum and breastfeeding women and infant participants.

**Contents of HHBB Kit**

A sample of all training and education materials related to the HHBB campaign will be provided in the HHBB kit. Education posters and pamphlets will be available for order. We will notify you when you can begin ordering HHBB materials for the campaign.

Below is a summary of the materials you will receive in the HHBB kit. Attached is a HHBB Kit Checklist.

**Training Materials:**

Facilitator’s Guide: *What’s New for Moms and Babies* (training 1)

Supporting documents for this training:

- *Mom and Baby Messages*
- *New WIC Foods Package for Mom and Baby: Overview*
- *Sample Participant Questions and Answers*
- *Staff Evaluation ½ sheet*
- *Facilitator Feedback sheet*

Facilitator’s Guide: *Infant Assessment* (training 2)



Women, Infants, and Children (WIC) Supplemental Nutrition Program  
PO Box 997375 West Sacramento, CA 95899-7375  
(916) 928-8500 Internet Address: [www.wicworks.ca.gov](http://www.wicworks.ca.gov)

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Supporting documents for the training:

- *Baby Nutrition Questionnaire: Birth to 5 months*
- *WIC Formula Calculation Chart/Referral Protocol and Formula Requests*
- *Practice Using the WIC Formula Calculation Chart*
- *Sample Baby Question and Answer*

### **Education Materials:**

Group Education

- *Healthy Habits begin at Birth: Breastfeed Me!* (prenatal)
- *Healthy Habits begin at Birth: Hold me! Love me! Feed me!* (3-5 month infant)
- Older infant messages that must be incorporated into your 7-11 month class

Individual Education

- *Prenatal and Infant Circle Charts*

Print Material

- *Healthy Habits Begin at Birth* message posters (3 posters in English and Spanish)
- *Healthy Habits Begin at Birth: Your New WIC Foods* poster for mom and baby (1 poster in English and Spanish)
- *You Can Make Plenty of Breastmilk* (pamphlet insert)
- *Crying/Sleeping* (handout)

The HHBB kits will be shipped in January, each agency will receive one HHBB kit. The first training is currently available online for download. If you have scheduled HHBB training in early January, it is recommended that you download the Facilitator's Guide: *What's New for Moms and Babies* (training 1) from our website. You can access the training from the following link:  
www.....

### **Evaluation**

Evaluation of our campaign is important and we want to hear from both facilitators and staff. You will receive the evaluation forms in your shipment of materials. Please make copies for your staff to complete. Once completed, mail the evaluation forms to the State WIC office at:

California WIC Program  
Attention: Nancy Crocker  
P.O. Box 997375  
Sacramento, CA 95899-7375

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### **Action**

- Train staff HHBB Facilitator's Guides from January 2009 to April 2009
- Order education materials when they become available
- Kick off HHBB campaign at your agency in April 2009

After the trainings staff should continue to practice techniques that discourage providing formula in the first month to breastfeeding participants. This will help ease the transition to the new food package policy, which does not allow the routine issuance of formula to breastfeeding moms in the first month.

### **Questions**

If you have any further questions, please contact Paula Griffin at 916-928-8648 or [paula.griffin@cdph.ca.gov](mailto:paula.griffin@cdph.ca.gov) or Poppy Strode at 916-928-8627 or [margaret.strode@cdph.ca.gov](mailto:margaret.strode@cdph.ca.gov) .

Sincerely,  
*(Original signed by)*

Erika Trainer, M.S., R.D., I.B.C.L.C., Chief  
Nutrition Services Branch  
Women, Infants, and Children (WIC) Program