



# California Baby Behavior Campaign Update

December 2012

## What Local Agency Staff Say About the Early Infancy Education (“Baby Cues”)

*“After previewing the class, staff insisted they needed a way to show the video clips for individual education. We purchased a few small DVD players that can be checked out as needed.”*

*-Joy Ahrens, Northeast Valley Health Corporation WIC*

*“After implementation, staff requested more training and modeling of the Baby Cues class. We are revisiting it at our staff meeting and will do lots of role playing. We will continue the mentoring process until they feel comfortable with the education.”*

*-Mary Loretta Davila, San Mateo County WIC*



*“We spent a lot of time thinking through the implementation of this class. We are now 8 months in and we are still fine-tuning some of the logistics surrounding scheduling. All of our extra efforts have definitely been worth it though. Our attendance rates have steadily been climbing and our clinic flow during this class is much smoother than it was initially.”*

*-Jamie Fehlman, Sacramento County WIC*

### Tips for Early Infancy Education (“Baby Cues”) Implementation

- Teach Baby Cues class to your management team to help with buy-in.
- Provide opportunities for staff to teach the class to each other.
- Designate staff who are strong facilitators and passionate about Baby Behavior to teach the Baby Cues class, especially in the early phase of rollout.
- Don’t be afraid to over-schedule the class to accommodate for no-shows or experiment with the time of day the class is taught.
- Consider starting the infant enrollment paperwork over the phone. It simplifies the scheduling for the Baby Cues class and moms really like it.

Need ideas or facing challenges? We have a list of local agency contacts who are more than happy to talk with you about what they have done. Go to <http://www.cdph.ca.gov/programs/wicworks/Documents/BabyBehavior/WIC-BB-LocalAgencyContactsForBabyBehaviorSupport.pdf>

## What “Counts” as an Early Infancy Baby Behavior Education Contact?

Baby Cues education needs to:

- Be offered within the first six weeks of baby’s life,
- Be offered to the families of all infants, regardless of feeding choice, and
- Cover the objectives outlined in the Baby Cues lesson plan.

We encourage you to focus on presenting Baby Behavior in the best way possible so all your moms learn to recognize their babies’ cues and respond appropriately. It’s unrealistic to think you’ll reach every single mom with this education. The point is to try, just like you try to provide everyone breastfeeding education.

As local agencies implemented the education they shared what worked well and identified some of the most effective education methods and elements. Agency staff recommended having smaller class sizes with a support-group feel, scheduling the education around two weeks of age, and using the DVD clips in both group and individual settings.

The Baby Behavior Workgroup, composed of local agency, UCD Human Lactation Center and State staff, created several options for the Early Infancy education which are available on our website. Should none of these options work well within your agency, please contact us to discuss how your agency might meet the intent of the education.



## Repetitive?

Staff have commented that some participants think Baby Cues education is a repeat of what they received prenatally. Baby Behavior Prenatal education focuses on crying and sleep and Early Infancy education focuses on cues. Only hunger cues are discussed in both classes. Some local agencies have found it helpful to open the class by acknowledging that hunger cues will be discussed again, but the majority of the class will be about other cues their baby uses to communicate with them.



## What About Caseload?

In response to the pressure to increase caseload, Amelia Schendel, Director of Sacramento County WIC, has taken a novel approach. She is motivating staff to focus on Baby Behavior education because when mothers understand their babies’ behavior, moms breastfeed longer. If moms breastfeed longer, they are on the program longer, thereby helping with caseload.

## New Tools and Resources for Staff and Participants

### 1. *Guide to Individual Education: Understanding Your Baby's Cues* -Flipcard version (online only)

Joy Ahrens of Northeast Valley Health Corporation modified the Guide to Individual Education by creating a flipcard version for staff. This version is available online for you to download:

<http://www.cdph.ca.gov/programs/wicworks/Documents/BabyBehavior/WIC-BB-IndividualEducationGuide-UnderstandingYourBabysCuesFlipcards.doc>



### 2. wichealth.org Baby Behavior Modules

Two Baby Behavior modules were recently launched on wichealth.org. These modules are available for participants who are unable to make it into the agency in a timely fashion for Baby Behavior education. Since Baby Behavior education is category specific (unlike all other online classes), specific Baby Behavior ISIS codes have been designated.

- GP60--Baby Sleep (Prenatal)
- GI60--Baby Cues (Early Infancy)



### 3. Participant DVD on YouTube

The participant DVD was posted on YouTube last year. It can be found by going to www.YouTube and searching "California WIC Baby Behavior Campaign".



### Participant DVD Mystery



The participant DVD was developed for support people such as dads and grandmas to reinforce what moms learned in class. About twice as many Baby Behavior booklets have been ordered when compared to participant DVDs. We are perplexed because these two education pieces were intended to be given together at the Prenatal Baby Behavior education appointment. Are staff describing what's on the DVD? Are they remembering to offer it? Are participants not interested in DVDs? Please email us your thoughts.

## Coming Soon

### 1. Class Clips DVDs

State WIC is combining the Prenatal and the Early Infancy class clips onto one DVD and reproducing sufficient copies for your needs. Look for them on the OSP order form in February 2013.

### 2. Baby Behavior Materials in Other Languages

The Baby Behavior booklet “Getting to Know Your Baby Birth to 6 Months” has been translated into Chinese, Hmong, Vietnamese, Russian and Armenian and the translations are posted online. State WIC will be printing them and they should be available to order by the end of February 2013. We are also working on a voice-over version of the participant DVD in the five languages referred to above and will notify you when these are available.

## Baby Behavior Road Trip

In an effort to learn what works, what doesn't, and how we can be of support, the State Baby Behavior team is visiting local agencies to talk with staff and participants. We look forward to seeing you soon and learning from your experiences.



## Communicating with the State Baby Behavior Team

Keep your comments, suggestions and questions coming. We appreciate hearing from you!!

Email: [WICBBfeedback@cdph.ca.gov](mailto:WICBBfeedback@cdph.ca.gov)

Phone: Judy Sheldon at (916) 928-8759 or  
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