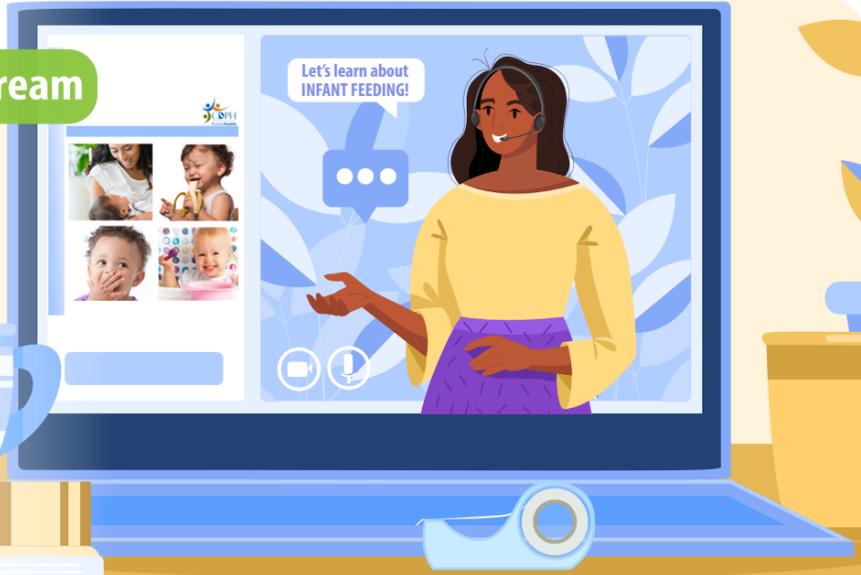


CALIFORNIA CoIN

Innovative Nutrition Workstream

GOAL:

To offer health care and public health providers education about the *California Infant Feeding Guide*, and to develop an infographic for parents based on the guide's content.



The California Children's Healthy Weight CoIN team sought to inform and educate practitioners within the state about the *California Infant Feeding Guide*. Promotion and distribution of the guide were accomplished at conferences and through webinars. The team is also developing an infographic about the guide to assist parents and childcare providers with at-a-glance information on infant feeding.

PARTICIPANTS & PARTNERS

- California Breastfeeding Coalition
- California WIC Association
- California Department of Public Health
 - Maternal, Child and Adolescent Division
 - Special Supplemental Nutrition Program for Women, Infants & Children (WIC)
 - Nutrition Education Obesity Prevention Branch
- University of California, San Francisco

TITLE V PROGRAM CONNECTION

- **Key partner** in project
- **Six Title V project staff** were engaged



METHODOLOGY

- Embraced and utilized the **collaborative partnerships** within the state's public health department to focus on **infant nutrition**
- Developed **two webinars** that had **954 views**: one on baby behavior and one on introducing solid foods
- Secured knowledgeable and **dynamic speakers** for the webinars
- Created **social media messages** to market the webinars
- Identified the **need for diversity** in their photo library
- Using the information within the state's infant feeding guide to **develop an infographic** that parents and providers can reference and use
- Will seek **state approval** for the infographic so that it can be branded with the state health department logo
- Will create a **dissemination plan** for distribution to agencies, organizations and childcare centers will be created

ACCOMPLISHMENTS

- Leveraged **collaboration** in state public health to achieve goals
- Incorporated **multiple strategies** to promote and educate various audiences on the content within the infant feeding guide
- Focused on **education** for health care and **public health providers** through the webinars
- Will implement an **innovative tool**, the infographic, for parental and provider guidance
- Using **technology** and the services of a **professional photographer** to recruit and work remotely with families to conduct a photo shoot to **expand the photo libraries** of CDPH, CBC and CWA