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.

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

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 and 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

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

The California Children’s Healthy Weight CoIIN 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.