



Memorandum

#10-066

TO: WIC Regional Directors
WIC Local Agency Directors

FROM: Linda Brumble, Unit Manager
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: June 11, 2009

SUBJECT: Competency-based breastfeeding training curriculum

Soon each local agency will be sent two sets of the DVDs (5) and CD-ROM (1) for the competency-based breastfeeding training curriculum, *Using Loving Support to Grow & Glow in WIC: Breastfeeding Training for Local WIC Staff*. The materials provide the content for the training offered at the *April 2010 Nutrition and Breastfeeding Conference* in Austin, which is what you need to train your staff.

The materials include:

CD ROM (1) - all final approved materials used in the training curriculum, including:

- Overview and acknowledgements
- Speaker notes
- PowerPoint presentations
- PowerPoint presentations with speaker notes embedded in the “notes” section
- Handouts/worksheets
- Video snippet: *Animated Latch*
- *WIC Gardeners Journal* for staff (including the *Ongoing Enrichment* ideas from each module)
- Graphic components
 - Covers and divider tabs
 - Goal-setting flower
 - Food Package chart
 - Posters
 - Nametags
 - Notepads
 - Pens
 - Certificates
 - Activity Flower (used in *Module 1*)
 - DVD (1) – Show Me Video Vignettes – includes sample counseling situations used throughout the training curriculum. Instructions for using the vignettes are provided in the curriculum Speaker Notes in relevant modules.
 - DVD (1) – Another Way of Saying I Love You – Mississippi WIC video to be used in *Module 2*.

Training DVDs (3) – Modules 1-6 – Content from the training curriculum presented before a live audience of WIC staff by the “Grow & Glow” trainers from Every Mother, Inc., Cathy Carothers and Kendall Cox. The set of DVDs include “Bonus Materials” such as an explanation of proper positioning and latch used in *Module 7*, and a group activity, *Creating a Framework of Loving Support* used at the end of *Module 1*.

While we hope the training DVDs will support your training efforts, they are NOT designed to replace in-person trainings. For staff training to be most effective at building skills and competencies, it is important for staff to have the opportunity to learn from one another, share ideas and personal experiences, participate in demonstrations, and practice new skills. Instructors/facilitators can use the training DVDs to communicate certain segments of the curriculum to staff, pausing the tape frequently to conduct in-person activities and discussion. The DVDs can also be used in small increments of time for staff who miss in-person training programs, or for other flexible purposes.

The “Grow & Glow” staff training is NOT mandatory for WIC staff however, we hope that Breastfeeding Coordinators, Peer Counselor Coordinators, Training Coordinators, Peer Counselors, and other WIC staff can use all or parts of the curriculum to enhance basic and on-going breastfeeding training required for all staff, to enhance required Peer Counselor initial and on-going training, to use in participant nutrition education, and to use in community events, such as hospital in-services and World Breastfeeding Month celebrations.

The book *Quick Reference for the Lactation Professional*, another “Grow and Glow” curriculum component, will be distributed to local agencies in the Fall. Each local agency will receive one book for each clinic.

The visual teaching-aid kits that you placed an order for with your World Breastfeeding Month materials will also be coming soon. The visual teaching-aid kits will include five visual aids used in the “Grow & Glow” training:

- Building Blocks – to compare how formula stacks up against breastmilk.
- Soft Breast Model – to demonstrate hand expression and reverse pressure softening.
- Rice and Black Bean Jars – to demonstrate how formula can decrease breastmilk production.
- Grape Model – to demonstrate internal breast anatomy and teach the milk production and transfer process.
- Paddle and Balls – to demonstrate how prolactin and oxytocin receptor sites are formed in the first two weeks postpartum.

The teaching-aid kits will also include talking points for each of the visual aids. All local agencies will be receiving the teaching-aid kits later this summer.

If you have questions or require additional information about how to use the *Loving Support to Grow & Glow in WIC: Breastfeeding Training for Local WIC Staff* curriculum, please contact Tracy Erickson, WIC Breastfeeding Coordinator, at tracy.erickson@dshs.state.tx.us, or (512) 341-4521, or Cristina Garcia, Breastfeeding Promotion Nutritionist, at cristina.garcia@dshs.state.tx.us, or (512) 341-4583.