

Santa Barbara Prenatal BF Class



Why it was Developed – Meeting the Needs of Gen Y

- ◆ Gen Y trusts their peers, blogs, and the WEB
- ◆ Texting is a favorite
- ◆ Want to watch / research in the privacy of their own home

How it Works

- The topics are called apps
- Ppts choose their topics – learner centered
- - 30 minute class
- - Use their cell phone in the class to text
- Some topics have clips of successful WIC ppts (peers)
- We have a YouTube account with all the clips to view later on their own time

Breastmilk has **MORE**
of the Good Things Babies Need
See for Yourself!

Breastmilk

200+

Formula

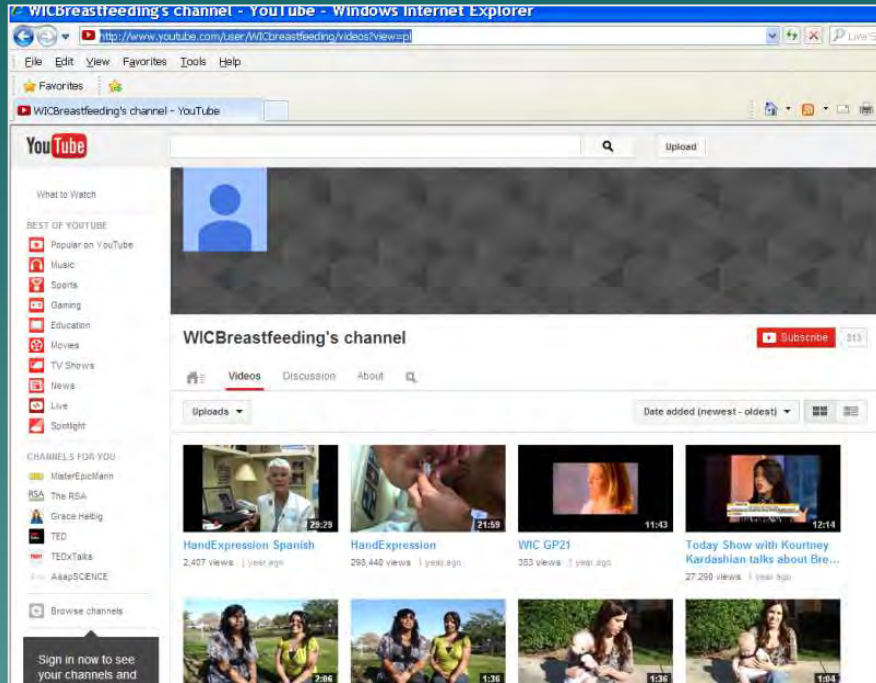


This institution is an equal opportunity provider.
Developed by the California WIC Program,
California Department of Public Health,
1-800-852-5770

Formula vs. Breastmilk --English (03/11) IC# 920095



YouTube Clips & Apps



[http://www.youtube.com/user/WICbreastfeeding/videos?
view=pl](http://www.youtube.com/user/WICbreastfeeding/videos?view=pl)