The background features a blue geometric pattern of overlapping shapes, including squares, hexagons, and triangles, some of which are semi-transparent, creating a layered effect. The pattern is centered on a white horizontal band.

**New Mobile App:**  
Helping WIC Families Prepare for  
and Succeed with Breastfeeding

NWA Nutrition Education & Breastfeeding Conference

September 9, 2014

# Disclosure

---

- Founder, President of Coffective
  - Developing mobile app
  - Printed materials
- Founder, President of Coffective Consulting
  - Provide Collective Impact Strategy Consulting to governments and hospitals

Why did a 27 year old  
man start a business  
to support  
breastfeeding?

*(in 4 pictures!)*

# My Goal



# My Inspiration



+Ryan Search Images Mail Drive Calendar Sites Groups More ▾



breastfeeding



**Web**

Images

Videos

News

Shopping

Maps

Books

About 46,800,000 results



NO  
TURN  
ON  
RED  
6AM-9AM  
MON-FRI



Park PL 400



SPEED  
CHECKED  
BY  
RADAR

SPEED  
LIMIT  
25

NO  
SKATEBOARDING  
OR  
ROLLERBLADING

WRONG  
WAY

ONE WAY

HANDICAPPED SPACES  
ALL VEHICLES  
RESERVING PARKING  
OR OTHER PRIVILEGES  
WILL BE TOWED AWAY  
AT OWNER'S EXPENSE  
CIVIL PENALTY  
MAY BE INCURRED IF  
VIOLATED

STREET  
SWEEPING  
3rd  
MONDAY  
EVERY MONTH  
7AM - 10AM



**DO NOT  
ENTER**

**ENTRANCE  
ONLY**



# Not aware of available







From this,  
to...





**Milk for Thought™**

*Connecting and Empowering Moms*



**I wasn't going to  
learn what I needed  
to here...**





# Latch On AMERICA™

*A Cross Country Tour*

*... Highlighting How America is ...*

Taking Action to Empower Breastfeeding Moms

**45 DAYS 30+ CITIES 1 GOAL**

 **Milk for Thought™**  
*Connecting and Empowering Moms*

 [MilkforThought.com](http://MilkforThought.com)  Find us on Facebook  Follow us on Twitter **#LatchOn**

*Latch On*

*America*

*Milk for Thought is Hitting the Road*

*and*

*We're Taking Action*

*Get Ready*

*The First Step is Coming*



SEE ALL CITIES



“What did I get  
myself into?”

P100

6C3  
6.0  
22fps  
DR65  
G90

T2

0° SEXTUPLETS



CRL 29.7mm 9w6d ±6.1

# Moms faced same problems offline



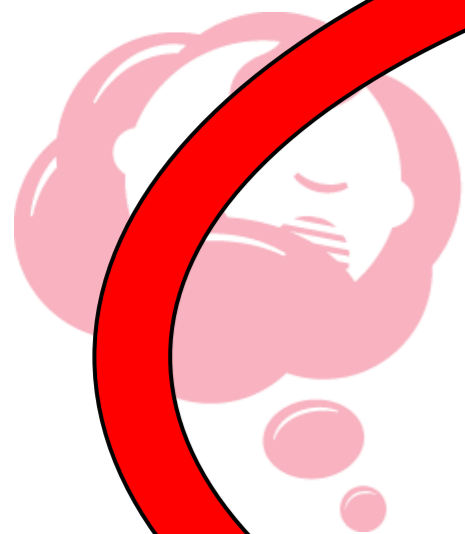
# Resources weren't aware of each other

ei



Complexity of the problem was  
10x greater than I imagined, but  
**the opportunity is 50x greater**

One year at  
national level



# Milk for Thought™

*Connecting and Empowering Moms*

# My Role

---

- Support existing **communities**
- Identify motivations of each stakeholders
- Help them connect and coordinate
- To be more **effective**
- Create tools that can support implementation
- Community + Effective





# State Level

---

- **\*\*Women, Infants and Children\*\***
- Division of Nutrition & Physical Activity
- Maternal and Children Health
- Chronic Disease
- Office of Minority Health
- Office of Women's Health

# Local Level

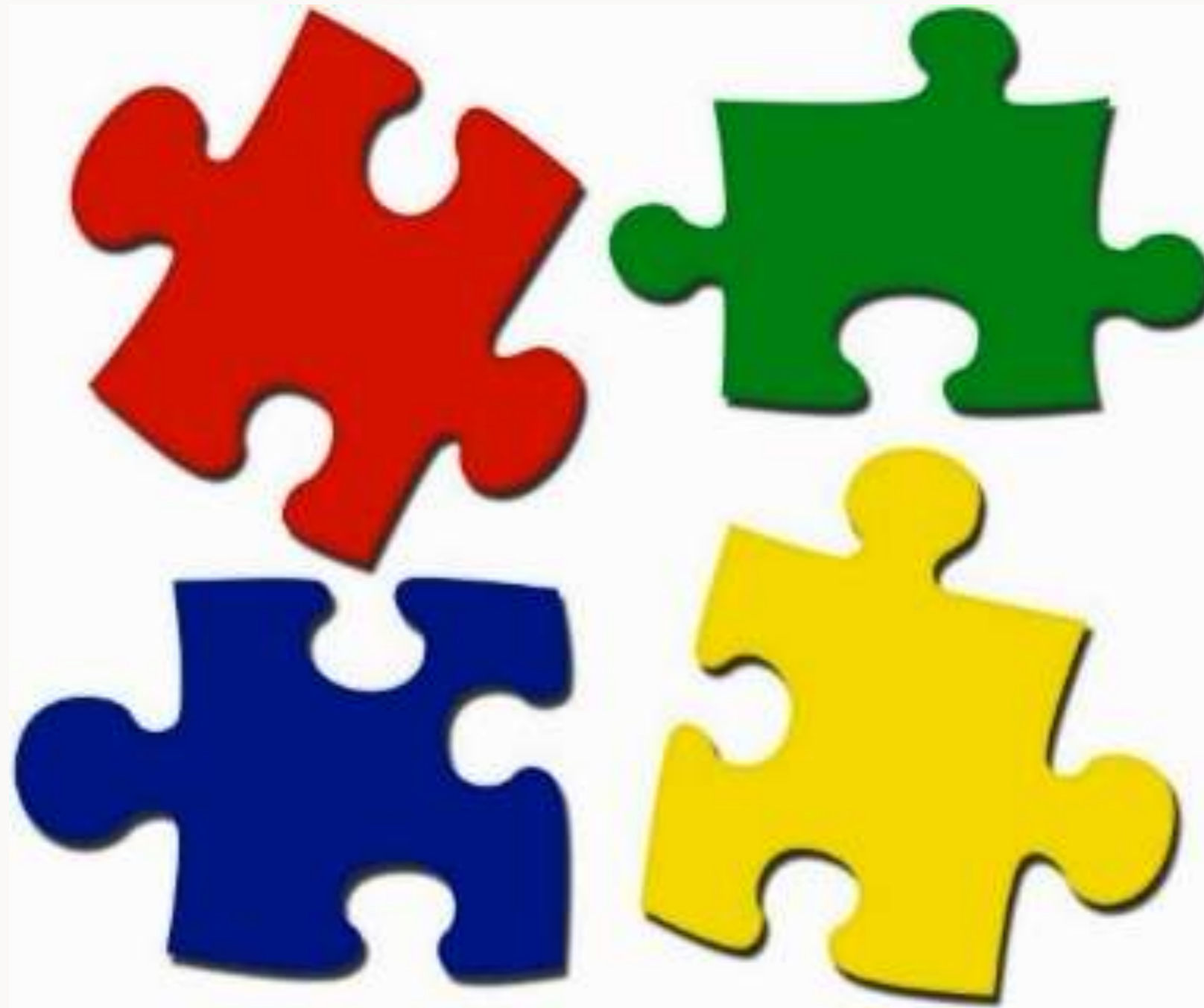
---

- Local WIC Agencies
- Hospitals
- Coalitions
- Home visitors
- Other community stakeholders

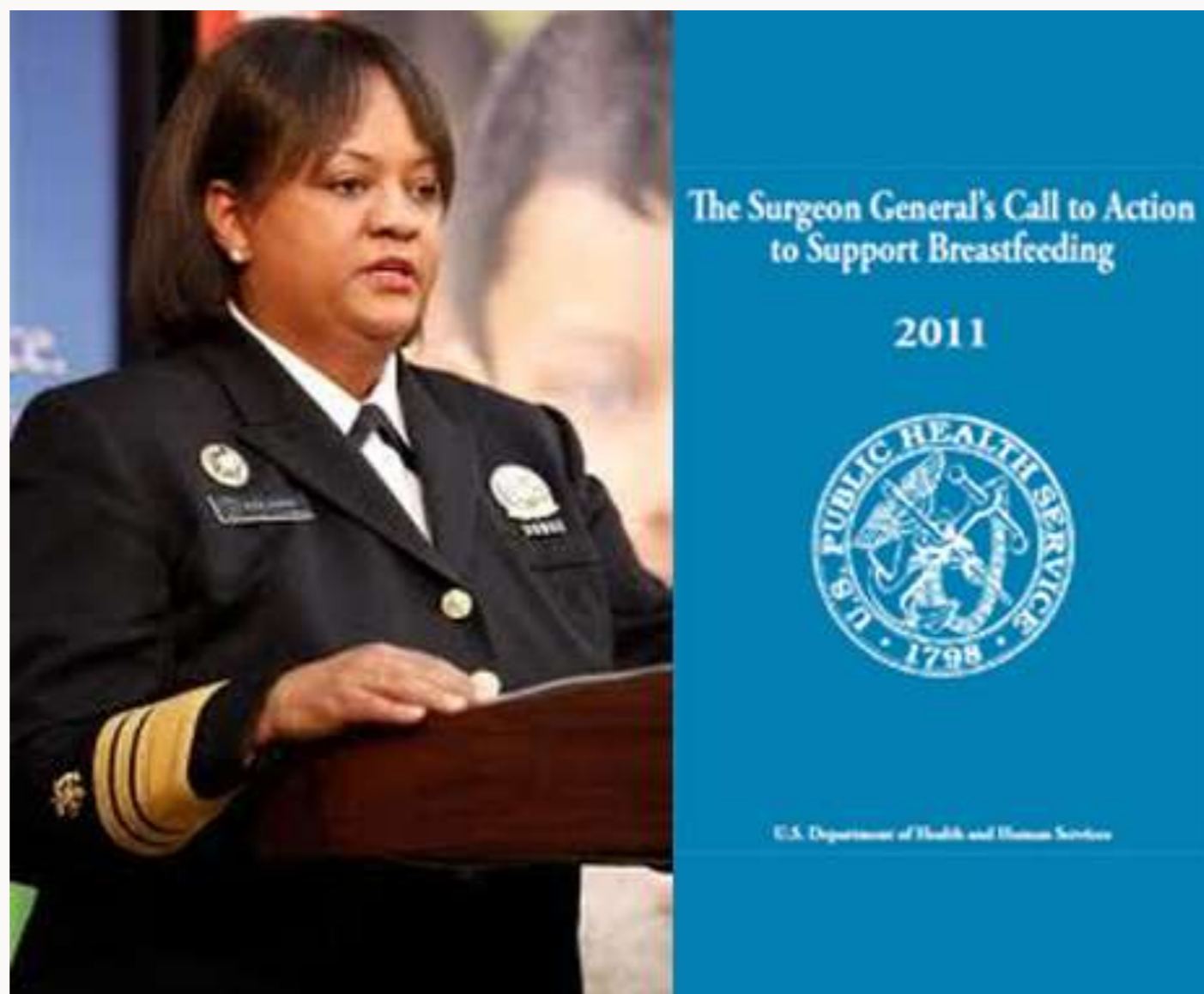


“Well, that’s  
obvious”





# Where to start?





# Ideal Starting Point

---

- Have impact on rates, particularly disparities
- Clearly defined
- Engage multiple stakeholders
- Has momentum and interest
- Presents win-win opportunity
- Foundation for future initiatives

# Clearly Defined

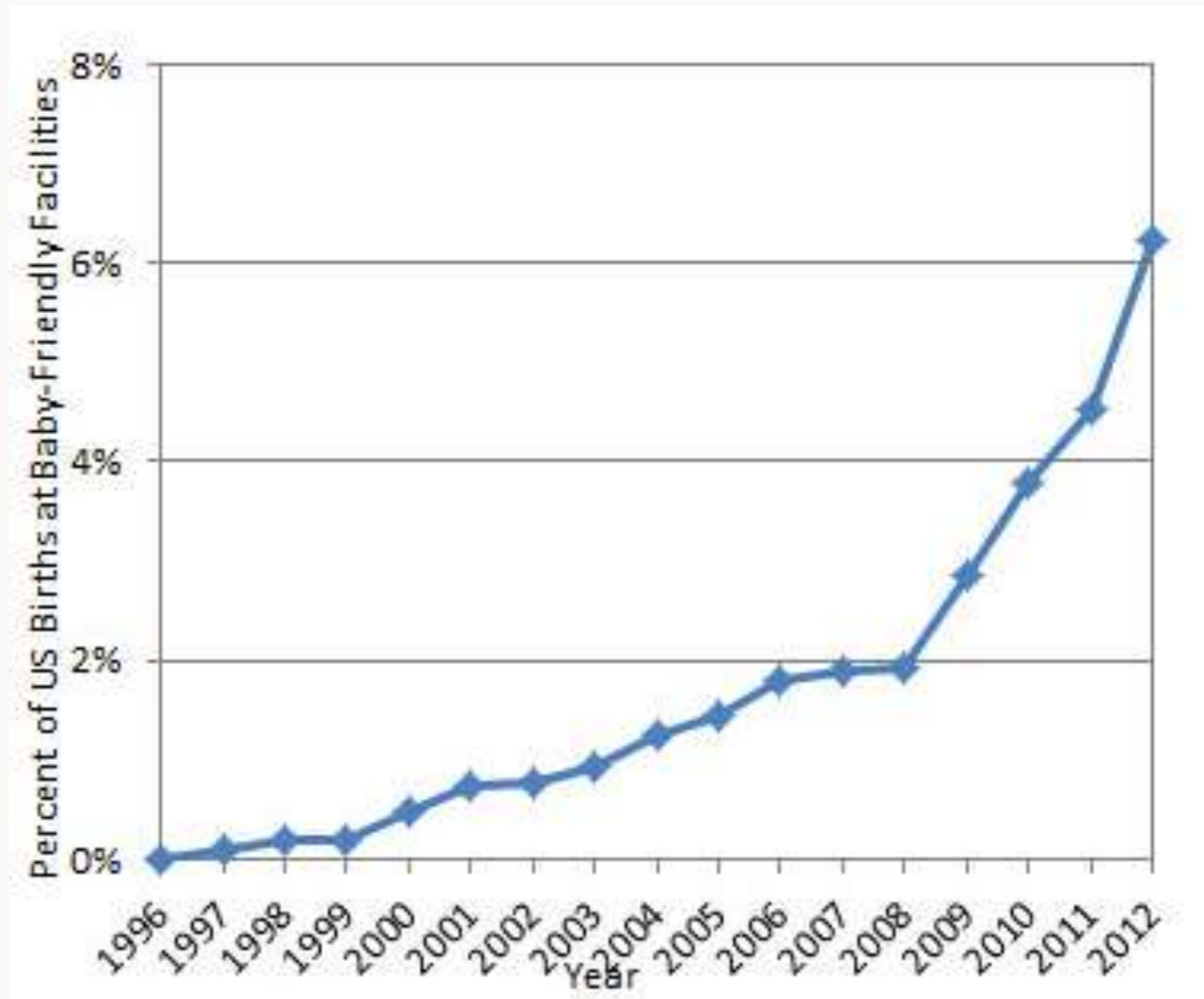


# Multiple Stakeholders

---

- Must have “Baby Friendly Taskforce”
- Prenatal education
  - Must coordinate with organizations that provide prenatal support
- Community resources
  - Must refer moms back to community resources upon discharge

# Momentum



# Win for Hospital

---

- Greatest challenge for hospitals is providing compliant prenatal education
  - Prenatal providers can incorporate appropriate messages in their training

# Win for WIC

---

WIC needs pregnant women to be referred to WIC earlier in pregnancy and new moms upon discharge

- Hospitals are required to strengthen continuity upon discharge

# Foundation for Others

---

- Engage moms' "Champions"
- Engage physicians
- Engage community stakeholders
  - Professional and peer support

# Developing tools:

---

- Prepared Checklist
- Complementary Offline Materials
- Mobile App
- Local implementation plan
- State-level coordination



# A primary tool that

---

**can:**

- Be tailored to the local community
- Provide structure to prenatal education
- Promote WIC & other community resources
- Provide transparency of hospital practices
- Help moms self advocate
- Track what mom received
- Facilitate WIC being notified upon discharge with key patient info

# We're Prepared!

Learn best practices. Decide what you want. Tell your care team your wishes. Being prepared helps you and your new baby have a great hospital stay.

**My Name** \_\_\_\_\_ **My Champion** \_\_\_\_\_

**Signature** \_\_\_\_\_  *I give permission to allow the hospital staff to alert my care providers (marked below) when I leave the hospital.*

REFERENCE	PRACTICES	MY HOSPITAL OFFERS	I'M PREPARED & WANT	I RECEIVED
Plan	My Champion There For Support	✓	<input type="checkbox"/>	<input type="checkbox"/>
	Wait At Least 39 Weeks	✓	<input type="checkbox"/>	<input type="checkbox"/>
	Comfort During Labor	✓	<input type="checkbox"/>	<input type="checkbox"/>
Fall In Love	Skin To Skin Right After Birth	✓	<input type="checkbox"/>	<input type="checkbox"/>
	Delayed Routine Procedures	✓	<input type="checkbox"/>	<input type="checkbox"/>
	Magical First Hour Without Interruptions	✓	<input type="checkbox"/>	<input type="checkbox"/>
	Help With Baby's First Feed	✓	<input type="checkbox"/>	<input type="checkbox"/>
Nourish	Help Learning How to Breastfeed	✓	<input type="checkbox"/>	<input type="checkbox"/>
	Help Learning How to Hand Express Milk	✓	<input type="checkbox"/>	<input type="checkbox"/>
Keep Baby Close	Keep My Baby In The Room With Me	✓	<input type="checkbox"/>	<input type="checkbox"/>
	Continued Skin to Skin	✓	<input type="checkbox"/>	<input type="checkbox"/>
	My Quiet Hours: FROM ____ : ____ <sup>AM</sup> TO ____ : ____ <sup>AM</sup>	✓	<input type="checkbox"/>	<input type="checkbox"/>
Learn Your Baby	Feed My Baby on Cue	✓	<input type="checkbox"/>	<input type="checkbox"/>
	Comforting My Baby	✓	<input type="checkbox"/>	<input type="checkbox"/>
Protect	No Pacifiers or Bottles	✓	<input type="checkbox"/>	<input type="checkbox"/>
	No Formula (Unless Medically Necessary)	✓	<input type="checkbox"/>	<input type="checkbox"/>

Follow Up with Care Team After Hospital	My Pediatrician: _____	<input type="checkbox"/> APPT: DATE ___/___/___ TIME ___:___ <sup>AM</sup> / <sub>PM</sub>
	My WIC: <input type="checkbox"/> N/A _____	<input type="checkbox"/> APPT: DATE ___/___/___ TIME ___:___ <sup>AM</sup> / <sub>PM</sub>
	My MIHP: <input type="checkbox"/> N/A _____	<input type="checkbox"/> APPT: DATE ___/___/___ TIME ___:___ <sup>AM</sup> / <sub>PM</sub>
	Other: _____	<input type="checkbox"/> APPT: DATE ___/___/___ TIME ___:___ <sup>AM</sup> / <sub>PM</sub>

# We're Prepared!

Learn best practices. Decide what you want. Tell your care team your wishes.  
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	Magical First Hour Without Interruptions	✓	<input type="checkbox"/>	<input type="checkbox"/>
	Help With Baby's First Feed	✓	<input type="checkbox"/>	<input type="checkbox"/>
Nourish	Help Learning How to Breastfeed	✓	<input type="checkbox"/>	<input type="checkbox"/>
	Help Learning How to Hand Express Milk	✓	<input type="checkbox"/>	<input type="checkbox"/>
Keep Baby Close	Keep My Baby In The Room With Me	✓	<input type="checkbox"/>	<input type="checkbox"/>
	Continued Skin to Skin	✓	<input type="checkbox"/>	<input type="checkbox"/>
	My Quiet Hours: FROM : AM TO : AM	✓	<input type="checkbox"/>	<input type="checkbox"/>
Learn Your Baby	Feed My Baby on Cue	✓	<input type="checkbox"/>	<input type="checkbox"/>
	Comforting My Baby	✓	<input type="checkbox"/>	<input type="checkbox"/>
Protect	No Pacifiers or Bottles	✓	<input type="checkbox"/>	<input type="checkbox"/>
	No Formula (Unless Medically Necessary)	✓	<input type="checkbox"/>	<input type="checkbox"/>

**Follow Up with Care Team After Hospital**

My Pediatrician: \_\_\_\_\_  **APPT:** DATE \_\_\_/\_\_\_/\_\_\_ TIME : AM/PM

My WIC:  N/A \_\_\_\_\_  **APPT:** DATE \_\_\_/\_\_\_/\_\_\_ TIME : AM/PM

My MIHP:  N/A \_\_\_\_\_  **APPT:** DATE \_\_\_/\_\_\_/\_\_\_ TIME : AM/PM

Other: \_\_\_\_\_  **APPT:** DATE \_\_\_/\_\_\_/\_\_\_ TIME : AM/PM

**HOSPITAL STAFF:** Please fill in Mother and Baby's stats below and fax this form to WIC.  **FAXED**

Mom's Blood Pressure: \_\_\_/\_\_\_/\_\_\_ Date Taken: \_\_\_/\_\_\_/\_\_\_ Baby's Name: \_\_\_\_\_

Post-Partum HCT/HG: \_\_\_\_\_ Weight: \_\_\_\_\_ Birthdate: \_\_\_/\_\_\_/\_\_\_ Gestational Age: \_\_\_\_\_

Your Signature: \_\_\_\_\_ Birth Weight: \_\_\_\_\_ Length: \_\_\_\_\_ Head Circ. \_\_\_\_\_

Title: \_\_\_\_\_ Discharge Date: \_\_\_/\_\_\_/\_\_\_ Weight: \_\_\_\_\_

# Track Baby's Feedings & Diapers

**Breastfeedings: Goal: At Least 8-12 Times Every 24hrs** (check the box and note the time for first 8)

DAY 1	<input type="checkbox"/>	__:	__	<input type="checkbox"/>	__:	__	<input type="checkbox"/>	__:	__	<input type="checkbox"/>	__:	__	<input type="checkbox"/>	__:	__	<input type="checkbox"/>	__:	__	<input type="checkbox"/>	__:	__	<input type="checkbox"/>	__:	__
DAY 2	<input type="checkbox"/>	__:	__	<input type="checkbox"/>	__:	__	<input type="checkbox"/>	__:	__	<input type="checkbox"/>	__:	__	<input type="checkbox"/>	__:	__	<input type="checkbox"/>	__:	__	<input type="checkbox"/>	__:	__	<input type="checkbox"/>	__:	__
DAY 3	<input type="checkbox"/>	__:	__	<input type="checkbox"/>	__:	__	<input type="checkbox"/>	__:	__	<input type="checkbox"/>	__:	__	<input type="checkbox"/>	__:	__	<input type="checkbox"/>	__:	__	<input type="checkbox"/>	__:	__	<input type="checkbox"/>	__:	__
DAY 4	<input type="checkbox"/>	__:	__	<input type="checkbox"/>	__:	__	<input type="checkbox"/>	__:	__	<input type="checkbox"/>	__:	__	<input type="checkbox"/>	__:	__	<input type="checkbox"/>	__:	__	<input type="checkbox"/>	__:	__	<input type="checkbox"/>	__:	__

**NOTE:** Holding baby skin to skin and feeding on cue may result in more than 8-12 feedings in 24 hours. This is normal and can help you make plenty of milk. If baby does not nurse at least 8-12 times every 24 hours or you are concerned about how baby is nursing, please check with your nurse or doctor.

**Wet Diaper: Goal: 3-6 Every 24hrs by Day 3**

DAY 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Wet Diapers
DAY 2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Wet Diapers
DAY 3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Wet Diapers
DAY 4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Wet Diapers

**Bowel Movements: Goal: 3-4 Every 24hrs by Day 3**

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Black or Brown Bowel Movements
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Brown or Green Bowel Movements
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Green or Yellow Bowel Movements
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Loose Yellow Bowel Movements

**NOTE:** The first two days baby might not have many dirty diapers. This is normal. At first, baby's stools will be black and tarry, then they'll turn brown, then green, and then yellow and loose. If baby has fewer than 3-4 bowel movements by day 3, or if the stools are not changing colors, please check with your nurse or doctor.

## Stay Connected with Local Resources

*Nutritional services, breastfeeding support and supplemental foods*



**Tippecanoe County WIC**  
 1322 Tippecanoe St, Lafayette, IN 47904  
**Phone:** (765) 420-9999  
**Email:** [WIC@tippecanoe.in.gov](mailto:WIC@tippecanoe.in.gov)  
**Hours:** Mon-Wed: 8:00am-8:00pm  
 Thu-Fri: 8:00am-4:30pm

*Lafayette's Community Health Clinic*



**Riggs Community Health**  
 1716 Hartford St, Lafayette, IN 47904  
**Phone:** (765) 742-1567  
**Email:** [Info@riggshealth.com](mailto:Info@riggshealth.com)  
**Hours:** Mon-Thu: 1:00pm-4:00pm

*Home Visiting Program for select mothers on Medicaid*



**Health Families Indiana**  
 731 Main St, Lafayette, IN 47901  
**Phone:** (765) 423-5361  
**Email:** [info@fslafayette.org](mailto:info@fslafayette.org)  
**Hours:** Mon+Wed: 9:00am-5:00pm  
 Tue+Thu: 9:00am-8:00pm  
 Friday: 9:00am-3:00pm

*Mother to Mother Breastfeeding Support*

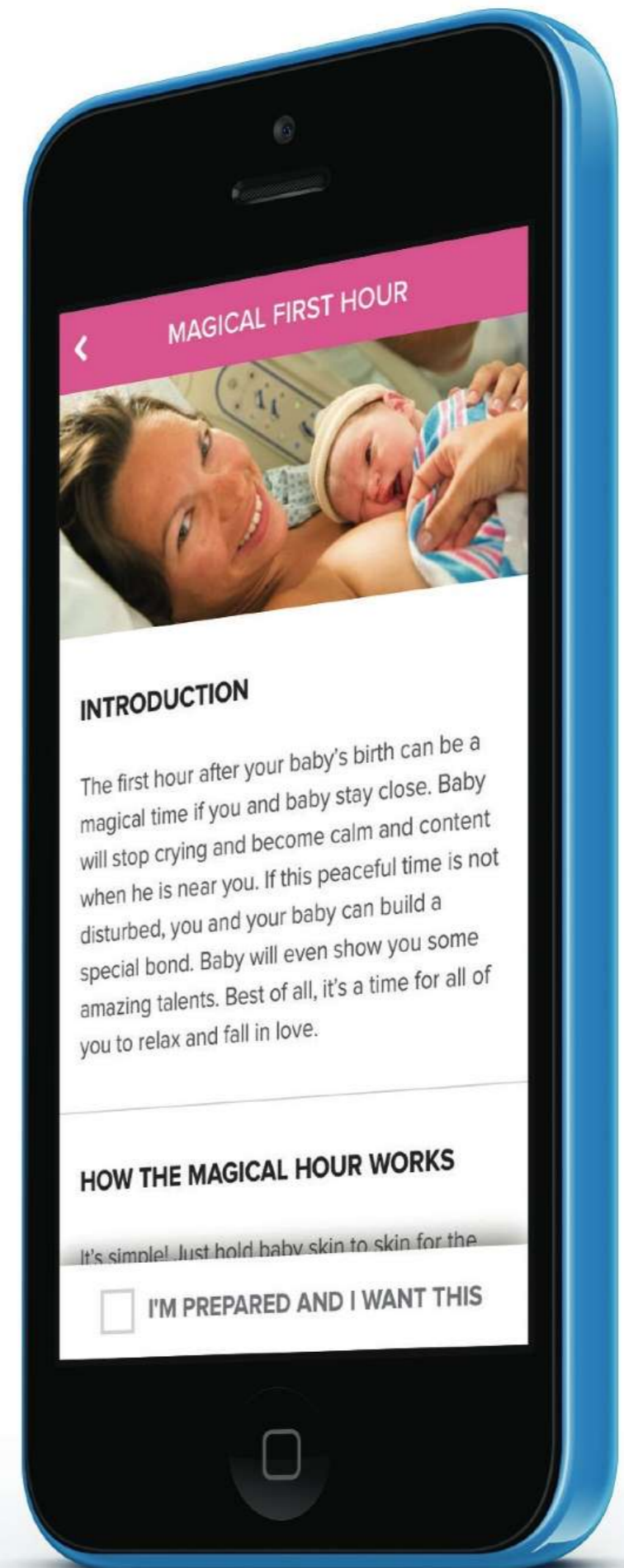


**La Leche League: W. Lafayette**  
 Meeting Location Varies  
**Phone:** (765) 421-6224  
**Email:** [lafayette@llofindiana.org](mailto:lafayette@llofindiana.org)  
**Hours:** Mon-Fri: 8:00am-7:00pm  
 Saturday: 10:00am-6:00pm  
 Sunday: 1:00pm-5:00pm

**WANT MORE INFO?** Ask your doctor/counselor for the counseling detail sheets, or download the FREE "Cofective" mobile app.

# The Mobile App

Search  
“Coffective”





The logo for CO Collective, featuring the letters 'CO' in a white square followed by the word 'Collective' in a white, italicized serif font.

**CO** Collective

A close-up photograph of a woman's face, smiling broadly, showing her teeth. The image is the background for the entire advertisement.

**HELPING  
FAMILIES  
GET A  
GREAT  
START**

**LEARN MORE**





I AM A ...



Pregnant  
Mother



Breastfeeding  
Mother



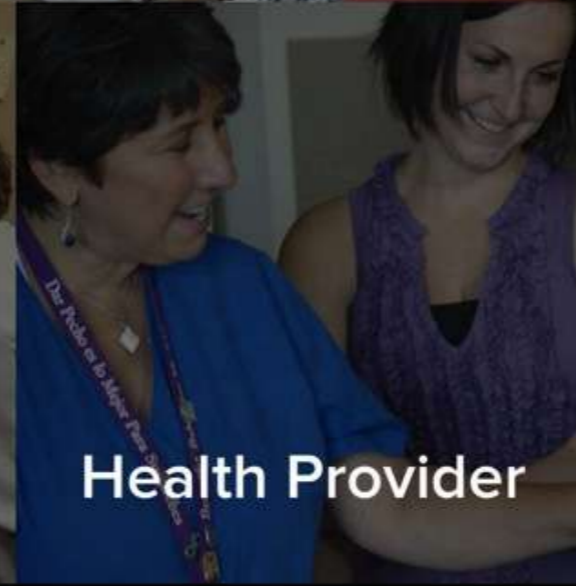
Father



Grandmother



Health  
Educator



Health Provider





# HOSPITAL PREPARATION

TOTAL PLAN FALL IN LOVE NOURISH

PLAN 1 item

- My Champion There For Support
- Wait At Least 39 Weeks
- Comfort During Labor

FALL IN LOVE 2 items

- Skin To Skin Right After Birth
- Delayed Routine Procedures
- Magical First Hour Without Interruptions
- Help With Baby's First Feed

NOURISH 2 items

- Help Learning How to Breastfeed
- Help Learning How to Hand Express Milk

STAY IN LOVE 3 items

- Feed My Baby on Cue
- Keep My Baby In The Room With Me
- Continued Skin to Skin
- Quiet Hours With Few Distractions

STAY IN LOVE 1 item

- No Pacifiers or Bottles
- No Formula (Unless Medically Necessary)



# HOSPITAL PREPARATION

LIST

PLAN

FALL IN LOVE

NOURISH

STA



## Skin To Skin Right After Birth

Place your baby's bare body against your bare chest immediat



## Delayed Routine Procedures

Wait to do routine procedures (like baby's bath) after your Magical



## Magical First Hour

Enjoy the first hour after birth to fall in love with your baby as he/she



## Baby's First Feed

Watch your baby latch on all by himself. Baby knows just what





## INITIAL SKIN TO SKIN



### INTRODUCTION

“Skin to skin” is a special way to hold the baby close right after birth. Your baby’s bare body is against your chest, heart to heart. This helps keep baby warm and calms everyone. In this calm zone, baby will begin to get used to his new world. It also helps your baby get off to a good start with breastfeeding. In fact, skin to skin can even help the baby latch on all by himself!

**I'M PREPARED AND I WANT THIS**



### HOW TO DO SKIN TO SKIN

It's simple. The nurse will help mom hold the baby skin to skin right after birth. Just do the following and watch the magic happen.

#### See how it works for the...



1. Lie back slightly and have the baby placed on your bare chest.
2. Ask for a light blanket or towel on the baby's back to keep him warm.
3. Talk softly to your baby – he knows your voice!
4. Keep your baby skin to skin. Watch baby go through important steps to get to know you and his world.

[FIND OUT MORE](#)





### **SKIN TO SKIN IS EASY TO DO**

It's easy to hold your baby skin to skin. Your champion or the nurse will help you get comfortable, and will place the baby on your chest right after birth.

---

### **KEEP BABY WARM**

The nurse may wipe your baby a little once he's on your chest. This helps keep the baby from getting too cold. Your bare chest will warm your baby best. A blanket across the baby's back will also help keep cold air from chilling the baby.



### YOU'LL LOVE SKIN TO SKIN!

It is a special feeling to hold your baby with his soft skin against yours.

- It helps you feel close and build a special bond.
- Skin to skin calms baby and mom, or whoever is holding him. Baby's heart and breathing become stable.
- Your body warms the baby so he stays safe and secure.
- Skin to skin helps your baby breastfeed easier.
- After the magical first hour, you can hold your baby skin to skin any time your baby needs to calm.

[LEARN MORE ABOUT THE WHY'S](#) 



## INITIAL SKIN TO SKIN

### **YOU CAN DO SKIN TO SKIN EVEN WHEN...**

**Visitors Want to Hold the Baby**



**Baby is Sleepy**



**Mom or Baby Have Complications**



**Mom feels Modest**





## **YOU CAN DO SKIN TO SKIN EVEN WHEN...**

### **Visitors Want to Hold the Baby**



The first hour is a magical time for you and your champion to fall in love with your baby. You waited nine months for this special moment! Other family and friends will have plenty of chances to hold the baby later. Be sure to prepare them before you get to the hospital so they know what to expect and can support you.

### **Baby is Sleepy**



### **Mom or Baby Have Complications**



### **Mom feels Modest**







## FAQS ABOUT SKIN TO SKIN

Should my baby be wiped off first?



What if I have a C-section?



Can I still do skin to skin if I don't plan to breastfeed?



Should my baby be weighed first?



How long will I get to hold my baby skin to skin?



# Michigan

---

- Landscape Analysis
  - Kick off Webinar
  - Survey
  - Great insight
- Interesting insight

# Chose 5 Pilot

# Communities

Community Analysis

WIC	Hospital	WIC Services	WIC Services	HOSPITAL	HOSPITAL	WIC	HOSPITAL	HOSPITAL	WIC	HOSPITAL	HOSPITAL	WIC	HOSPITAL	HOSPITAL	
2	MarquetteCountyHealthDepartment	MarquetteGeneralHospital	700	50%or more	Monthly	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
3	DistrictHealthDepartment#10	MercuryHospitalCadillac	25	50%or more	Less than Monthly	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
3	MonroeCountyHealthDepartment	MonsonMedicalCenter	800	50%or more	Weekly	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
5	Benzie-LeelanauHealthDepartment	MunsonMedicalCenter	800	50%or more	Weekly	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
5	MuskegonCountyHealthDepartment	HackleyHospitalandMedicalCenter	200	50%or more	Weekly	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
6	CalhounCountyHealthDepartment	BronsonBattleCreek	000	50%or more	Monthly	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
7	DistrictHealthDepartment#10	SpectrumHealthErberMemorialHospital	900	50%or more	Less than Monthly	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
7	WayneCountyHealthDepartment	OakwoodHospitalandMedicalCenter	100	50%or more	Less than Monthly	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
7	WayneCountyHealthDepartment	HenryFordWyandotteHospital	700	25%or 9%	Monthly	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
8	MacombCountyHealthDepartment	HenryFordMacombHospital	600	25%or 9%	Less than Monthly	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
8	MacombCountyHealthDepartment	McLarenMacomb	100	less than 25%	Less than Monthly	Disagree	No Opinion	Disagree	Disagree	No Opinion	Disagree	Disagree	No Opinion	Disagree	
9	WashtenawCountyHealthDepartment	StJosephMercyAnnArborHospital	500	25%or 9%	Less than Monthly	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
10	StClairCountyHealthDepartment	StJohnRiverDistrictHospital	60	less than 25%	Less than Monthly	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
10	StClairCountyHealthDepartment	PortHuronHospital	300	50%or more	Less than Monthly	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
8	DownriverCommunityServices	HenryFordMacombHospital	600	25%or 9%	Less than Monthly	No Opinion	No Opinion	No Opinion	No Opinion	Disagree	Disagree	Agree	Agree	Agree	
8	DownriverCommunityServices	McLarenMacomb	100	25%or 9%	Less than Monthly	No Opinion	No Opinion	No Opinion	No Opinion	No Opinion	No Opinion	No Opinion	No Opinion	No Opinion	
	HealthDepartmentNorthwestMichigan	MunsonMedicalCenter	800	50%or more	Weekly	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	
	BayCountyHealthDepartment	McLarenBayRegion	75	50%or more	Monthly	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
	Barry-EatonDistrictHealthDepartment	SparrowHospital	300	50%or more	Not Sure	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
	MidMichiganCommunityActionAgency	McLarenBayRegion	75	less than 25%	Less than Monthly	No Opinion	No Opinion	No Opinion	No Opinion	No Opinion	No Opinion	No Opinion	No Opinion	No Opinion	
	Luce-Mackinac-Alger-SchoolcraftDistrictHealthDepartment	MarquetteGeneralHospital	700	50%or more	Less than Monthly	Agree	No Opinion	Agree	No Opinion	Agree	Agree	Agree	Agree	Agree	
	<b>Hospital Responses, without associated WIC</b>														
		AllegianceHealth	800			Agree	Agree	Agree	Strongly Agree	Agree	Agree		Yes	Started Baby Friendly Process, but not currently active	
		BeaumontHospitalGrossePoint	80			Agree	Agree	Agree	Agree	Agree	Agree		No	Disagreement	
		BorgessMedicalCenter	400			Agree	Agree	Agree	Agree	Agree	Agree		Yes	Started Baby Friendly Process, but not currently active	
		BotsfordHospital	900			No Opinion	No Opinion	No Opinion	No Opinion	No Opinion	No Opinion		No	Not on the Pathway	
		HenryFordHospitalDetroit	600			Disagree	Disagree	Disagree	Disagree	Disagree	Disagree		No	Not on the Pathway	
		HuronValleySinalHospital	400			No Opinion	No Opinion	No Opinion	No Opinion	No Opinion	No Opinion		No	Not on the Pathway	
		HutzelWomen'sHospital	500			Agree	Agree	Agree	Agree	Agree	Agree		No	Not on the Pathway	
		MemorialMedicalCenterWestMichigan	50			Strongly Disagree	Strongly Disagree	Strongly Disagree	Strongly Disagree	Strongly Disagree	Strongly Disagree		Yes	Started Baby Friendly Process, but not currently active	
		MercyHealthSaintMary'sGrandRapids	000			Disagree	Disagree	Disagree	Disagree	Disagree	Disagree		No	Not on the Pathway	
		SpectrumHealthBigRapidsHospital	900			Agree	Agree	Agree	Agree	Agree	Agree		Yes	Not on the Pathway	
		SpectrumHealthButterworthHospital	400			Agree	Agree	Agree	Agree	Agree	Agree		No	Not on the Pathway	
		StJohnHospitalandMedicalCenter	500			Agree	Agree	Agree	Agree	Agree	Agree		Yes	Disagreement	
		StJosephMercyAnnArborHospital	500			Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree		Yes	Disagreement	
	<b>WIC Responses, without associated Hospitals</b>														
		CalhounCountyHealthDepartment		less than 25%	Less than Monthly	Agree	No Opinion	No Opinion	100%				Agree	0	
		ChippewaCountyHealthDepartment		50%or more	Weekly	Agree	Agree	Agree	80%				Agree	0	
2	DistrictHealthDepartment#10	SpectrumHealthLudingtonHospital		50%or more	Monthly	Agree	Agree	Agree	80%				Agree	2	
2	DistrictHealthDepartment#10	SpectrumHealthMecostaCountyGeneralHospital		50%or more	Less than Monthly	Strongly Agree	Strongly Agree	Strongly Agree	80%				Strongly Agree	0	
2	DistrictHealthDepartment#10	WestShoreCommunityHospital		50%or more	Less than Monthly	Agree	Disagree	Disagree	80%				Disagree	0	
		LenaweeCommunityActionAgency		50%or more	Less than Monthly	Strongly Disagree	Strongly Disagree	Strongly Disagree	40%				Strongly Disagree	0	
		MarquetteCountyHealthDepartment		less than 25%	Less than Monthly	Agree	Agree	Agree	40%				Agree	0	
12	SaginawCountyHealthDepartment	CovenantHealthcare		50%or more	Not Sure	No Opinion	No Opinion	No Opinion	40%				No Opinion	7	
		ShiawasseeCountyHealthDepartment		50%or more	Less than Monthly	Agree	Disagree	Disagree	80%				Disagree	0	
		WashtenawCountyHealthDepartment		50%or more	Less than Monthly	Strongly Agree	Strongly Agree	Strongly Agree	80%				Agree	0	
		DownriverCommunityServices		less than 25%	Less than Monthly	No Opinion	No Opinion	No Opinion	100%				No Opinion	0	
		GeneseeCountyHealthDepartment		25%or 9%	Weekly	Agree	Agree	Agree	100%				Agree	2	
		OaklandCountyHealthDepartment		25%or 9%	Not Sure	Agree	Agree	Agree	100%				No Opinion	0	
		Barry-EatonDistrictHealthDepartment		25%or 9%	Not Sure	Agree	Agree	Agree	100%				Disagree	0	
		Barry-EatonDistrictHealthDepartment		50%or more	Not Sure	Agree	Agree	Agree	80%				Disagree	0	
		BayCountyHealthDepartment		less than 25%	Less than Monthly	Agree	No Opinion	No Opinion	80%				No Opinion	0	
		BerrienCountyHealthDepartment		50%or more	Weekly	Agree	Agree	Agree	60%				Agree	0	
		BerrienCountyHealthDepartment		50%or more	Weekly	Agree	Agree	Agree	60%				Agree	0	
		Branch-Hillsdale-StJosephDistrictHealthDepartment		25%or 9%	Less than Monthly	Agree	No Opinion	No Opinion	80%				No Opinion	6	
		Branch-Hillsdale-StJosephDistrictHealthDepartment		25%or 9%	CommunityHealthCenter	Agree	No Opinion	No Opinion	20%				No Opinion	0	
		Branch-Hillsdale-StJosephDistrictHealthDepartment		25%or 9%	SturgisHospital	Agree	No Opinion	No Opinion	40%				No Opinion	0	
		HealthDepartmentNorthwestMichigan		50%or more	Not Sure	Strongly Agree	Strongly Agree	Strongly Agree	40%				Strongly Agree	3	
		HealthDepartmentNorthwestMichigan		50%or more	Not Sure	Strongly Agree	Strongly Agree	Strongly Agree	40%				Strongly Agree	0	
		IntercareWIC		25%or 9%	Monthly	Agree	Disagree	Disagree	80%				Disagree	8	
		MidMichiganCommunityActionAgency		50%or more	Less than Monthly	Strongly Disagree	Strongly Disagree	Strongly Disagree	80%				Disagree	6	
		MidMichiganCommunityActionAgency		less than 25%	Less than Monthly	Agree	Disagree	Disagree	80%				Disagree	0	
		HannahvilleWIC		50%or more	Less than Monthly	Disagree	Disagree	Disagree	80%				Disagree	8	
		HannahvilleWIC		25%or 9%	Not Sure	Agree	No Opinion	No Opinion	80%				No Opinion	8	
		Luce-Mackinac-Alger-SchoolcraftDistrictHealthDepartment		50%or more	Less than Monthly	No Opinion	No Opinion	No Opinion	100%				No Opinion	8	
		DickinsonCountyMemorialHospital		50%or more	Weekly	Agree	Agree	Agree	20%				Agree	3	

# Pilots: Our Principles

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- Satisfy existing requirements with a focus on making your job easier
- Structured Flexibility- Allow you to adapt to your specific community
- Provide tools that make implementation efficient
- Efficient meetings, with a purpose

# Local Engagement Strategy

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- A leadership meeting
- WIC staff take a hospital tour
- Ensure hospital staff knows about WIC
- Joint approach to engaging physicians
- Network and connect with other members in your community

# Michigan Pilots to

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## Date

- Initial kick off meeting
- Follow up calls
- Concrete next steps

# Pilot Next Steps

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- Implementing checklist, including faxing to WIC
- Attending each other's classes
- WIC staff taking hospital tour
- Presentation about WIC to hospital staff
- Joint approach to engaging physicians
- Community networking event
- Structured ongoing communication
- Have requested – Printed Materials & Community Training



What you  
can do  
now



# First, Remember: The App is not the



**Let it be the catalyst  
to making your  
community more  
effective.**

# 6 steps to creating a more coffective<sup>1</sup> community

- 1) Compare prenatal breastfeeding education and ensure consistent messaging with other classes in your community
- 2) Identify, contact and learn more about the services/support provided by other breastfeeding resources in your community
- 3) Ask your local hospital contact, “what do you wish moms were more prepared for when they come into the hospital?”
- 4) Take a hospital tour and listen to the challenges faced by bedside staff
- 5) Prepare pregnant women for her hospital experience, particularly for practices that hospitals face patient resistance
- 6) Work with your hospital contact to determine an appropriate approach to inform hospital staff about WIC services and why its important for them to refer their patients

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<sup>1</sup> **coffective** (*kō-fek-tiv*):  
adjective

1. producing a decided, decisive, or desired effect by working collaboratively within a community

2. ready for service or action to accomplish shared goals by aligning interests and mobilizing as a community

## Comparing Prenatal Education

It is critical that pregnant women and new mothers receive consistent, evidence based breastfeeding education. This document was designed to help local hospitals and their affiliated WIC agencies to learn what each other are teaching, compare and contract that messaging and agree on common language

Instructions:

- 1) Have conversation between representatives from hospital and WIC to establish shared goal of providing consistent information
- 2a) An educator from WIC attends a hospital class and writes in what they are hearing from the class in 'Hospital Class' Column
- 2b) An educator from the hospital attends a WIC class and writes in what they are hearing in 'WIC Class' Column
- 3) WIC and hospital educators compare and contract what is being communicated in both classes and agree on consistent language in 'Comparison - Notes' Column

Note: The list in the first column is comprehensive. Many classes will not include information about each of these topics within the allotted time to breastfeeding.

	HOSPITAL CLASS	WIC CLASS	Comparison-- <i>Who participated in the comparison? (list below)</i>
Class given by			-
Notes taken by			-
Date/Time			-
Name of class			-

	HOSPITAL CLASS	WIC CLASS	Comparison - Notes
<i>Example: Frequency of Feeds</i>	<i>8-12, on demand, don't watch clock</i>	<i>8-12, at least every three hours</i>	<i>WIC says feed at least every 3 hours</i>
Role of dads			
Role of grandmothers and other members of support network			
Let labor begin on its own (induction, term birth)			
Use of Epidurals			

**Thank  
you!**

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