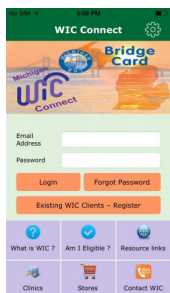


WIC Materials Available to Michigan Maternal Child Health Partners

Materials are provided AT NO COST by Coffective, Michigan Breastfeeding Network, and Michigan WIC.

MATERIALS



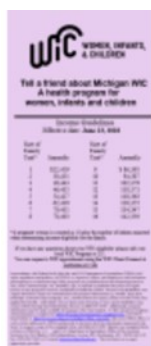
WIC Connect App: A mobile application for potential and current WIC clients. Features include access to WIC shopping list, tracking of WIC benefits, UPC scanner to determine WIC-eligible foods, maps and directions to WIC clinics and stores, appointment reminders and scheduling, and eligibility information. Available for Android and iOS devices.



Coeffective Mobile App: Serving as a modern handout, this app guides families through best practices and includes captivating photos of evidence-based practices from the perspectives of mother, baby and champion. Also provides useful language to help staff guide families. Available in English and Spanish for Android and iOS devices.



Why WIC for Breastfeeding Families: WIC services promotional tool. Available in English, Spanish, Arabic, Burmese, and Japanese. Order by sending requests to MDHHS-WICOutreach@michigan.gov.



WIC Income Guidelines: Double-sided placard. Updated annually. Available in English/Spanish or English/Arabic (50/package). Order by sending requests to MDHHS-WICOutreach@michigan.gov.



Motivation Document: Helps new families prepare for the births of their babies by outlining how to get a good start and how to access support resources, including the free Coffective Mobile App.

Available in English, Spanish and Arabic (100/package).

Order by sending requests to MDHHS-WICOutreach@michigan.gov.



We're Prepared Checklist: A checklist of birthing practices that support breastfeeding initiation. The checklist also has space to connect mothers to local breastfeeding support services.

Available in English, Spanish and Arabic (100/package).

Order by sending requests to MDHHS-WICOutreach@michigan.gov.



Welcome to the Michigan WIC Program: A twelve-page booklet that describes WIC benefits, appointment expectations and Bridge Card instructions.

Available in English, Spanish and Arabic (50/package).

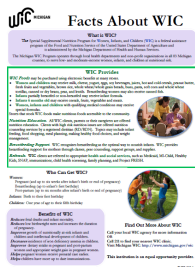
Order by sending requests to MDHHS-WICOutreach@michigan.gov.



Together Growing Stronger Families: Statewide outreach brochure that includes eligibility guidelines and WIC benefits.

Available in English, Spanish (25/package) and Arabic (50/package).

Order by sending requests to MDHHS-WICOutreach@michigan.gov.



Facts About WIC: Describes WIC benefits, program effectiveness and eligibility to maternal child health providers.

Available in English (100/package), Spanish and Arabic (online only).

Order by sending requests to MDHHS-WICOutreach@michigan.gov.



Waiting Room Videos: This series of seven videos educates families on the benefits of breastfeeding, as well as the practices that support initiation and duration. Videos are 2-8 minutes long. Available in English and Spanish.

Access by contacting MDHHS-WICoutreach@michigan.gov.



Screensavers: Contain beautiful images and key messages on the benefits of breastfeeding and the practices that support it.

Access by contacting MDHHS-WICoutreach@michigan.gov.

POSTERS



Content Poster: A 24x36" poster that helps new families prepare for the births of their babies, focusing on the benefits of breastfeeding and the birthing practices that support breastfeeding initiation. Perfect to hang in your childbirth education classroom.

Order by sending requests to MDHHS-WICoutreach@michigan.gov.



Key Message Posters: A set of seven 11x17" posters with large, beautiful images, as well as key messages about evidence-based birthing practices that support breastfeeding initiation. Perfect for your health care center waiting room or exam rooms.

Available in English, Spanish and Arabic.

Order by sending requests to MDHHS-WICoutreach@michigan.gov.



About WIC Poster (Staff or Patient): Provides information on WIC income qualifications, available breastfeeding food package benefits and support services. The poster comes in two versions, one targeting maternal infant health providers (WIC is Here to Help) and one for families (WIC Supports Breastfeeding).

Order by sending requests to MDHHS-WICoutreach@michigan.gov.

TRAINING

Why Breastfeeding for WIC Motivational Video Series: This staff training set can be used to generate interest in breastfeeding promotion or serve as a prelude to additional training. The videos embrace a two-step approach that harnesses leader motivation while engaging and educating staff or colleagues, including **Why Breastfeeding for WIC Leaders** (20 minutes) and **Why Breastfeeding for WIC Staff** (12 minutes).

Access by contacting MDHHS-WICoutreach@michigan.gov.

Overview Video: This one-hour video for staff provides a summary of the practices addressed in the Coffective materials to ensure families receive consistent messaging on evidence-based practices such as rooming in, skin-to-skin, limiting visitors, and feeding cues.

Access by contacting MDHHS-WICoutreach@michigan.gov.

Prenatal Education for Teaching Families: Training platform that WIC staff can use to educate families. Topics include preparing for the hospital, choosing a champion, magical first hour, importance of skin-to-skin contact, importance of breastfeeding, common barriers (milk supply, sore nipples), latch and positioning, rooming in, feeding cues, calming a fussy baby, WIC and community resources. Perfect for one-on-one counseling, family education and childbirth classes.

Access by contacting MDHHS-WICoutreach@michigan.gov.

PROVIDERS

Resource Platform: Online database of Michigan's community breastfeeding stakeholders.

Access online at: <https://coffective.com/resources/>.

Register: To include your organization on the provider map, please visit <https://coffective.com/register/>.

TOOLKITS

Hospital Tour Toolkit: A suggested outline for a one-hour birthing center tour for WIC and other community stakeholders to understand the hospital's role in supporting its patients' breastfeeding goals.

Access by contacting MDHHS-WICoutreach@michigan.gov.

Facilitated Meeting Toolkit: A suggested outline for a one-hour, relationship-building meeting between local WIC and hospital decision-makers to better understand how to support the communities they serve.

Access by contacting MDHHS-WICoutreach@michigan.gov.

We're Prepared Checklist Toolkit: A guide for maternal infant health partners on effective utilization of the We're Prepared Checklist during their prenatal appointments.

Access by contacting MDHHS-WICoutreach@michigan.gov.