

Coffective Tools Available to Michigan WIC Agencies

TRAINING

Why Breastfeeding for WIC Motivational Video Series: This 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** and **Why Breastfeeding for WIC Staff**.

- Access [here](#)

Overview Video: This one-hour video for staff provides a summary of the practices addressed in the Coffective materials and provides information on ensuring families receive consistent messaging.

- Access [here](#)

5-Hour Training: Five hours of training to introduce core evidence-based maternity care practices.

- Access through your www.coffective.com training account. If you don't have one, talk to your local WIC Breastfeeding Coordinator and they can contact the state at MDHHS-WICbreastfeeding@michigan.gov to get you an account.

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 [here](#)

Resource Platform: Online database of community breastfeeding stakeholders created to educate mothers about breastfeeding support in their communities and connect breastfeeding stakeholders to one another.

- Access on www.coffective.com. Click "Louisiana and Michigan: Find Breastfeeding Support" on the top blue bar.

TOOLS



Motivation Document: Helps new families prepare for the birth of their baby by outlining key ways to get a good start and how to access the resources for support, including the free Mobile App and community resources. Available in English, Spanish and Arabic.

- Order through E-forms: DCH-1109, English and DCH-1109SP, Spanish. You can also access all versions online [here](#).



We're Prepared Checklist: A complete reference for the key topics that should be covered with a mother prenatally throughout her hospital stay. The checklist also assures that every mother is connected to her community. Available in English, Spanish and Arabic.

- Order through e-forms: DCH-1110, English and DCH-1110SP, Spanish. You can also access all versions online [here](#).



Coffective Mobile App: Serving as the modern handout, this literacy-sensitive and equity-focused app guides families through best practices in the hospital and includes captivating photos of each practice from the perspective of mother, baby and champion, and provides useful language to help staff learn scripting to guide families through the hospital experience. Available in English and Spanish for Android and iOS devices.

- Download in your app store by searching “Coffective.”
- Print and share mobile app referral cards with your clients [here](#).



Counseling Sheets: These laminated sets of 8 Counseling Sheets provide a more detailed look at the content outlined in the We're Prepared Checklist to reinforce the evidence-based practices. Available in English, Spanish and Arabic.

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



Counseling Sheet Cheat Sheets: Cheat sheets for the Counseling Sheets that provide staff with a quick “at a glance” notes and ideas for how to use active listening skills and participant-focused approaches to education mothers about key practices.

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



Waiting Room Videos: This series of seven videos aligns with key messages, and educates mothers and champions on the benefits of breastfeeding and the practices that support it. Videos are between 2:00 and 7:30 minutes long. Available in English and Spanish.

- Access [here](#)



Screensavers: The screensavers contain key messages on the benefits of breastfeeding and the practices that support it, that align with the content in the counseling sheets and mobile app.

- Access [here](#)

Mother Survey: One-page survey assures the changes you are making are felt and appreciated by the mothers you serve.

- Access [here](#)

POSTERS



Content Poster: A 24x36” poster that provides content to help new families prepare for the birth of their baby with a focus on benefits of each of the core categories presented in the Motivation Document and waiting room videos.

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



Key Message Posters: A set of seven 11x17” posters to engage families with large, beautiful images as well as key messages that align with the content categories of the We’re Prepared Checklist. Available in English, Spanish and Arabic.

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

MICHIGAN OUTREACH



About WIC Poster (Staff and Patient): Provides information about WIC income qualifications, available breastfeeding food package benefits and support services. The poster comes in two versions, one targeting hospital staff (WIC is Here to Help) and one targeting patients (WIC Supports Breastfeeding).

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



WIC Brochure (Together Growing Stronger Families): Statewide outreach brochure that includes eligibility guidelines and WIC benefits to breastfeeding families. Available in English and Spanish.

- Order through e-forms: DCH-1514, English and DCH-1514SP, Spanish.

STAKEHOLDER REFERRAL TOOLS

WIC Referral Training Video: Targeted toward hospital staff, this 11-minute video educates on WIC eligibility guidelines, breastfeeding food packages, peer counseling program and easy ways to refer to WIC at the hospital.

- Access here: <https://vimeo.com/204567079/35d4950a93>



WIC Referral Training: High Impact Behavior Handout (Making Referrals to WIC): This handout accompanies the WIC Referral Training Video, summarizing for hospital staff information about WIC and the easy ways they can make referrals during their workflow.

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

TOOLKITS

Leadership Meeting Toolkit: This toolkit is designed to serve as a suggested outline for a one-hour, relationship-building meeting between local WIC and hospital decision makers.

- Access [here](#)

WIC Presentation Toolkit: This toolkit is designed to serve as a guide for WIC leadership or peer counselors to present information about WIC services to hospital birthing center staff during a staff meeting or huddle.

- Access [here](#)

WIC Tour Toolkit: This toolkit is designed to serve as a guide for providing a WIC agency tour for hospital and other community stakeholders.

- Access [here](#)

Breastfeeding Peer Counselor Toolkit: This toolkit is designed to serve as a guide for breastfeeding peer counselors to integrate Coffective tools into prenatal education and support.

- Access [here](#)

Hospital Tour Toolkit: This toolkit is designed to serve as a suggested outline for a one-hour birthing center tour for WIC and other community stakeholders.

- Access [here](#)

Hospital Task Force Toolkit: This toolkit is designed to serve as a suggested resource for a joint task force meeting between a hospital and local WIC agency.

- Access [here](#)

Provider Engagement Toolkit: This toolkit is designed for local WIC and/or hospital leaders so you have what you need to feel confident and supported in your efforts to engage local healthcare provider offices.

- Access [here](#)

We're Prepared Checklist Toolkit: This toolkit is designed to serve as a guide for WIC agencies on how to use the We're Prepared Checklist effectively during their prenatal appointments.

- Access [here](#)