

# Kansas Baby Behavior Campaign Training for New WIC Employees

Effective January, 2017



Background: In 2014, the Kansas WIC Program trained existing WIC staff using Kansas Baby Behavior Campaign (KBBC) materials. In 2015, lesson plans for interactive notebooks/centers were developed.

[http://www.kansaswic.org/nutrition\\_education/lesson\\_plans.html](http://www.kansaswic.org/nutrition_education/lesson_plans.html)

Kansas Baby Behavior Campaign Training for New WIC Employees:

1. Complete “WIC Baby Behavior Basics (2016)”, which is a one-one and one-half hour online course available through KS TRAIN, Course ID 1067706. (Listed on Completion Sheet.)
2. View the following You Tube Videos.
  - a. “Getting to Know Your Baby” (About 16 minutes.) This video is from the California WIC Program. It features Dr. Jane Heinig who was instrumental in the Baby Behavior Campaign. The video shows her talking with moms about their baby’s sleep. It is a great training tool for staff. In addition, the video (or portions of it) would be a good video to show to new parents either in a class setting or individual setting.  
<http://www.youtube.com/watch?v=eX2ijdLnIJU>
  - b. “What Is My Baby Trying To Tell Me?” (2 min, 09 sec.) See how many states and cues you see in the video. This video is one that the California WIC program developed for the Baby Behavior trainings. It is a good short video that also could be good for clinics to show to parents. <http://www.youtube.com/watch?v=flAyKLLm5CE>
3. Review with WIC Coordinator (or person assigned by the WIC Coordinator)
  - a. How the Local Agency encourages staff to use KBBC concepts.
  - b. KBBC print materials used by Local Agency. Discuss the clinic practices about when the different pieces are used. For instance, some clinics primarily use the magazine prenatally, and the individual topic pieces after delivery if there are specific issues mentioned by a client. Reminders about resource materials:
    - i. Suggested use –
      1. Magazine with prenatal women
      2. Brochures – As appropriate after delivery.
      3. Posters – post to create interest
    - ii. Reminders
      1. Do not put together the KBBC brochures as packets to hand out.
      2. When using materials, open and use some aspect to visually reinforce the conversation rather than just hand out.
  - c. KBBC lesson plans used by Local Agency. Discuss if and how the clinic uses any of the lesson plans and associated handouts. For example, being used regularly for low risk secondary nutrition education as an interactive notebook/center or using the notebook as part of NEI appointments, or using some items on bulletin boards.