



# Nutrition Education Materials Survey (2015-16)

## Summary of Outcomes and Implementation Timeline

Prepared by  
Niani Dunner  
*May 2016*

### Contents

- Survey and Evaluation Overview** ..... 2
  - Project background ..... 2
  - Survey Response ..... 2
  - Evaluation Methods ..... 3
- Outcomes** ..... 3
  - Keeping as is, or with revisions ..... 3
  - Discontinuing, phasing out and replacing ..... 5
  - Filling gaps with new resources ..... 6
  - Other Recommended Resources ..... 7
- Additional Recommendations** ..... 8
- Next Steps** ..... 9
- Appendix A: List of materials included in the survey** ..... 10
- Appendix B: Materials Assessment Guide** ..... 11
- Appendix C: Nutrition Education Materials Survey** ..... 12
- Appendix D: Timeline Summary** ..... 39

## SURVEY AND EVALUATION OVERVIEW

### Project background

---

In September 2015, a survey of nutrition education materials was mailed to each local WIC agency, including samples of all the materials offered by the state agency, in print, online and in Spanish. Fifty-nine materials were grouped into five categories, based on audience/WIC category: Infants (Birth to 12 months); Toddlers & Children (1-5 years); the Whole Family; Pregnant & Postpartum Women; and Breastfeeding Promotion (see Appendix A). A guidance document—based on health literacy principles—was provided to facilitate the assessment, and agencies were asked to use group consensus decision making to complete the survey (see Appendix B).

The goal of the survey was to gather input from local agencies to help determine which materials to keep providing, which need to be revised or discontinued, and what new materials are available for potential use in the future. The survey solicited feedback on whether local staff were familiar with the materials provided, if the materials were useful for working with participants, and on the appropriateness of the format and content of the materials for the target audience. Additionally, local agencies were asked to identify gaps in nutrition topic areas, suggest alternate languages or formats, and provide materials they've created themselves or obtained from sources other than the state (see Appendix C for full Survey).

Infants (Birth – 12 months)				
Title and publication #	How useful is this item?	How do you feel about the format and content?	Comments	Should State keep providing?
<b>Is My Baby Constipated?</b> <a href="#">(57-700 ENGL)</a>	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format	1.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments)
¿Está estreñido mi bebé? <a href="#">(57-700 SPAN)</a> (Available Online Only)	<input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all		<input type="checkbox"/> No

### Survey Response

---

One-hundred and sixty-seven (167) local staff from 24 agencies contributed feedback to the survey. Over 100 locally developed or purchased nutrition education materials were also returned. The participating agencies were: Baker, Benton, Clackamas, Clatsop, Columbia, Curry, Deschutes, Douglas, Harney, Jackson, Jefferson, Josephine, Klamath, Lane, Lincoln, Linn, Malheur, Marion, Multnomah, North Central, Salud, Union, Warm Springs, and Washington.

## Evaluation Methods

---

Survey responses for each of the 59 state provided items were compiled electronically, with individual agency identifiers removed. Responses were tallied to capture awareness and usefulness, content and format ratings, and local agency recommendations to keep or discontinue each item. Comments were also compiled for each item, along with responses to open-ended questions for each category.

Small groups of 2-3 state staff subject matter experts (SMEs) were convened for each of the five categories of materials. SME groups reviewed quantitative results and qualitative responses, as well as assessed the materials returned by the local agencies. The goal of the SME groups was to identify the primary nutrition education topic(s) for each state provided material (ex: Iron/Anemia), provide a recommendation based on an assessment of the returned survey data, and prioritize any recommended actions. Priority was based on policy requisites, frequency of use, and immediacy of need. Topic gaps were also identified, and recommendations for new materials were given.

#	Publication Title	Category	Topic	Recommendation	Priority	Notes
46	Tips for a Healthy Pregnancy	Women	prenat topics	A. Keep - as is	3 = low	promote in place of others. Order more
47	Health Tips for New Moms	Women	postpart topics	B. Keep - with revisions	2 = medium	recommend changes to publisher on BF
48	Breastfeeding and Work or	Breastfeeding	pumping/planning	C. Replace - purchase new	1 = high	<a href="http://www.breastmilkcounts.com/pun">http://www.breastmilkcounts.com/pun</a>
54	10 Tips on Getting Started	Breastfeeding	prenatal BF101	D. Discontinue - no replacement	1 = high	use some tips for revision of #59

Recommendations were by Oregon WIC leadership, and budgetary allowances were considered. Below are the final outcomes, including timelines for rolling out the changes.

## OUTCOMES

### Keeping as is, or with revisions

---

The following materials will continue to be provided by the state WIC Program. Any recommended changes will be phased in over time.

#### Infants

- *Healthy Sleep For You And Your Baby*
- *Understanding Your Baby's Cues*
- *Why Do Babies Cry?*
- *Let's Eat!* magazine
- *Out and About* magazine
- *Help Me Be Healthy: Birth-6 months and 6 -12 months*

- *Prevent Early Childhood Cavities*
  - To be reviewed by oral health partners, and for accuracy of Spanish translations upon next printing. Estimated revision in fall 2016.
- *It's Time to Eat! Food For Your Baby*
  - To be renamed: "Making Your Own Baby Food" upon next printing. Estimated revision in fall 2016.
- *Common Infant Problems: Crying; Colic; Constipation; Diarrhea; Food Allergies; Spitting Up.*
  - Each of the 6 topics above to be printed in color, on tear-off pads (formerly online only). Available summer 2016.

### **Toddlers & Kids**

- *Help Me Be Healthy: 1 to 5 years*
- *Offering Fruits & Veggies to Young Children*

### **Women**

- *Bringing Home Baby* magazine
- *Help Me Be Healthy: Tips for a Healthy Pregnancy*
- *Help Me Be Healthy: Health Tips for New Moms*
  - Recommend changes to publisher on breastfeeding messaging (2nd to last page) to be more PCE.

### **Breastfeeding**

- *Hand Expression*
- *Why Babies Breastfeed Often*
- *Pumping And Storing Breastmilk*
- *I am a Breastfeeding Baby* (crib card)
- *Breastfeeding Mother-Friendly Employer Packet.* Available [online only](#).
- *Breastfeeding in Public* (wallet cards)
  - Update content to reflect federal law at next printing. Fall 2016.
- *Breastfeeding Mothers: Know Your Rights*
  - Update content to reflect federal law at next printing. Fall 2016.
- *My Breastfeeding Plan*
  - Content to be simplified at next printing. Winter 2016.
- *How Do I Know If I Am Making Enough Milk?*
  - Format to be updated summer 2016. Available online only.

## For the Whole Family

- *Vitamin D For Your Family*
  - Format and content to be updated in summer 2016. Available [online only](#).
- *Keeping it Fresh*
  - Format to be updated winter 2016. Available [online only](#).
- *Endless Summer*
  - Format to be updated winter 2016. Available [online only](#).
- *Celebrating a Healthy Harvest*
  - Updated version ([Farmers' Market: Local, Fresh and In Season](#) from Nutrition Matters) being piloted in some agencies. Recommended to be rolled out by 2017 farmers' market season, pending funding.

## Discontinuing, phasing out and replacing

---

### Infants

- *Playing With Your Baby*
  - To be phased out and replaced with newly purchased or created material in fall 2016.
- *Is My Baby Constipated?*
  - To be discontinued and replaced with [Common Infant Problems: Constipation](#). Summer 2016.
- *Feed Me! Birth to 6 Months*
  - To be phased out by fall 2016. Recommend using *Let's Eat!* or *Help Me Be Healthy: Birth-6 Months* for infant feeding topics.
- *Feed Me! 6 to 12 Months*
  - To be phased out by fall 2016. Recommend using *Help Me Be Healthy: 6-12 Months* for older infant feeding topics.

### Toddlers & Kids

- *Playing With Your Toddler; Playing with Your 3 to 5 Year Old*
  - To be phased out and replaced with newly purchased or created material in fall 2016.
- *Your Child's Health*
  - To be discontinued and replaced with [How's My Child Growing](#) from Nutrition Matters. Summer 2016.
- *No More Food Fights*
  - To be discontinued and replaced with [Tips For Picky Eaters](#) from California WIC. Summer 2016. Available online only.

## Women

- *10 Reasons Not To Drink, Smoke or Use Drugs*
  - To be phased out by fall 2016. Recommend using *Tips for Healthy Pregnancy*, *Health Tips for New Moms*, or individual pages (specific to the substance) from USDA's [Give Your Baby a Healthy Start: Tips for Pregnant Women and New Mothers](#) instead.
- *Take Folic Acid*
  - To be phased out by fall 2016. Recommend using *Tips for Healthy Pregnancy*, *Health Tips for New Moms*, or [My Pregnancy Plate](#) (OHSU).
- *What You Eat Makes A Difference!*
  - To be phased out by fall 2016. Recommend using *Tips for Healthy Pregnancy*, [My Pregnancy Plate](#) (OHSU), or purchasing [Healthy Eating from Head to Toe for Expecting Moms](#) (Childbirth Graphics) using end-of-year funds.

## Breastfeeding

- *Mother's Milk for Premature Babies*
  - To be phased out by fall 2016.
- *10 Tips on Getting Started with Breastfeeding*
  - To be discontinued summer 2016. Content on 'getting off to a good start with breastfeeding' will be included in revision of *My Breastfeeding Plan* in winter of 2016.
- *Breastfeeding and Work or School Pumping Storage*
  - To be phased out by fall 2016. Recommend referring participants to <http://www.breastmilkcounts.com/pumping-at-work.php>

## For the Whole Family

- *You Can Get The Iron You Need!*
  - To be replaced with [Iron Foods for Moms and Kids](#) from Nutrition Matters. Summer 2016.
- [Small Changes-Big Rewards](#); [Tropical Fiesta](#); [One Step at a Time](#); [Healthy In a Hurry](#)
  - To be discontinued. Summer 2016.

## Filling gaps with new resources

---

The survey analysis also identified gaps between some nutrition education topics and the availability of resources provided by the state. Appropriate print resources or links to online resources will be located or developed moving forward.

## Infants

- Baby-Led Bottle Feeding (topic)
  - Content to include guidance on how to appropriately use a bottle to feed breast milk or formula. Possible insert with guidance on correct preparation of infant formula. Winter 2016.

## Toddlers & Kids

- [\*I'm One! I'm Two! I'm Three! I'm Four!\*](#)
  - Available online from California WIC in English, Spanish, Arabic, Armenian, Chinese, Hmong, Russian, Vietnamese. To be linked on Oregon website by fall 2016.

## Women

- [\*My Pregnancy Plate\*](#) (English and Spanish) from OHSU will be linked on Oregon website by summer 2016.

## Breastfeeding

- *Breastfeeding vs. Formula: How does it stack up?* Poster available online only. Fall 2016.

## For the Whole Family

- [Oregon Seafood Guide](#) (wallet card)
  - Ordering info to be linked on Oregon WIC website. Summer 2016.

## Other Recommended Resources

---

The state WIC office has reviewed and prioritized the nutrition education materials that we will print or purchase for 2016-2017. Local agencies can use NSA end-of-year funds to either purchase or print online materials listed here, including materials in multiple languages.

### Materials in Multiple Languages

- California WIC has resources available in many languages, including **English, Spanish, Arabic, Armenian, Chinese, Hmong, Russian, and Vietnamese**.
  - [For the Whole Family](#)
  - [Women & Breastfeeding](#)
  - [For Infants](#)
  - [For Children](#)
- Minnesota WIC has resources in **Somali**:
  - <http://www.health.state.mn.us/divs/fh/wic/somali/index.html>
- The National Institutes of Health developed the [Nutrition Outreach Toolkit: Nutrition Resource Handouts 1-8](#), available in **15 languages** and meant for a low-literacy audience.
- ChooseMyPlate.gov has *10 Tips to a Great Plate* available in **20 languages**.
  - <http://www.choosemyplate.gov/other-languages>

## Infants

- *Move, Play, and Learn at Home*
  - Printable physical activity sheets for parents, available online from ShapeAmerica.org in English and Spanish.
  - [Infant activities](#)

## Toddlers & Kids

- *Move, Play, and Learn at Home* (+ recipes)
  - Printable physical activity sheets for parents, available online from ShapeAmerica.org in English and Spanish.
  - [Toddler activities](#)
  - [Child \(Pre-K\) activities](#): Includes healthy recipes on page 2.
- Let's Move newsletter
  - [Cold Weather Fun!](#)
  - [Warm Weather Fun!](#)

## Women

- [My Pregnancy Plate](#) available free online from OHSU (English and Spanish).
- [Healthy Eating from Head to Toe for Expecting Moms](#) available for purchase from Childbirth Graphics (English only).
- [Your Body, Your Mind: Caring for Yourself after Pregnancy Loss](#) covers postpartum health after pregnancy loss (miscarriage/stillbirth). Available free on the [WIC Works Sharing Gallery](#), from Nevada WIC.

## ADDITIONAL RECOMMENDATIONS

Another finding from the survey was that some local agency staff were not aware of the many nutrition education materials offered by the state, both in print or online. This has been a recurring finding from previous surveys. The Nutrition Education WIC Support (NEWS) Group recommended the following to increase awareness of the breadth of materials offered by the state, as well as how to organize them to make ordering and printing them easier:

- 1) Develop a separate order form just for printed nutrition education materials. The current Publications Order Form includes all the materials for outreach, training, vendor, shopper notification, clinic forms and online only materials.
- 2) Reorganize the nutrition education section of the state WIC website to have the nutrition education materials on a single web page to make them more easily accessible.



- 3) Organize the materials on the order form and online listing by WIC category (Infant, Child, Women, etc.), as on the Survey.
- 4) Include thumbnail images of the materials, both on the order form and online listing. This would aid recognition of the item, facilitate the ordering and printing process, decrease errors, and help staff learn when updated versions are available.
- 5) Move to an online ordering system if feasible. An online system would remove the extra step of having to print/fax, or scan/e-mail the order form.

## NEXT STEPS

The following immediate changes will occur in **summer 2016**. See **Appendix D** for full timeline summary.

<i>Is My Baby Constipated?</i>	Infants	<b>Discontinuing</b> – replaced with Common Infant Problems
<i>Common Infant Problems: Crying; Colic; Constipation; Diarrhea; Food Allergies; Spitting Up</i>	Infants	<b>Keeping as is</b> – printing in color on tear off pads. Samples to be sent to local agencies.
<i>Your Child's Health (old)</i> <i>How's My Child Growing (new)</i>	Toddlers & Kids	<b>Replacing</b> - samples to be sent to local agencies.
<i>No More Food Fights (old)</i> <i>Tips For Picky Eaters (new)</i>	Toddlers & Kids	<b>Replacing</b> – available online only.
<i>Vitamin D for your family</i>	Family	<b>Keeping with revisions</b> - available online only.
<i>You Can Get The Iron You Need! (old)</i> <i>Iron Foods for Moms + Kids (new)</i>	Family	<b>Replacing</b> - samples to be sent to local agencies.
<i>How Do I Know If I Am Making Enough Milk</i>	Breastfeeding	<b>Replacing</b> – creating new document. Available online only.
<i>10 Tips on Getting Started with Breastfeeding</i>	Breastfeeding	<b>Discontinuing</b>

- To incorporate recommendations 1-5 from above, and to facilitate an easier publications ordering process, the state is scheduled to pilot an online publications ordering system by fall of 2016.
- A revision of the [2010 Nutrition Education Guidance Document](#) is scheduled to occur by the end of 2016, with input from the NEWS group.
- The [Staff Nutrition Education Resources](#) webpage on the Oregon WIC website will also be updated by the end of 2016, with input from the NEWS group.

## Appendix A: List of Materials Included in Survey

### Infants

1. Is My Baby Constipated?
2. Prevent Early Childhood Cavities
3. It's Time to Eat! Food For Your Baby
4. Healthy sleep for you and your baby
5. Understanding your baby's cues
6. Why do babies cry?
7. Feed Me! Birth to 6 Months
8. Feed Me! 6 to 12 Months
9. Let's Eat! Magazine
10. Out and About Magazine
11. Playing With Your Baby
12. Help Me Be Healthy Birth-12 months
13. Help Me Be Healthy 6 -12 months
14. [Common Infant Problems: Crying](#)
15. [Common Infant Problems: Colic](#)
16. [Common Infant Problems: Constipation](#)
17. [Common Infant Problems: Diarrhea](#)
18. [Common Infant Problems: Food Allergies](#)
19. [Common Infant Problems: Spitting Up](#)

### Toddlers & Kids

20. Your Child's Health
21. Playing With Your Toddler
22. Playing With Your 3 to 5 Year Old
23. Offering Fruits and Veggies to Young Children
24. Help Me Be Healthy **1 to 1.5 years**
25. Help Me Be Healthy **1.5 to 2 years**
26. Help Me Be Healthy **2 to 2.5 years**
27. Help Me Be Healthy **2.5 to 3 years**
28. Help Me Be Healthy **3 to 3.5 years**
29. Help Me Be Healthy **3.5 to 4 years**
30. Help Me Be Healthy **4 to 4.5 years**
31. Help Me Be Healthy **4.5 to 5 years**
32. [No More Food Fights](#)

### Family

33. Celebrating a Healthy Harvest
34. Vitamin D for your family
35. You Can Get The Iron You Need!
36. [Small Changes -- Big Rewards](#)
37. [Tropical Fiesta](#)
38. [One Step at a Time](#)
39. [Keeping it Fresh](#)
40. [Endless Summer](#)
41. [Healthy in a Hurry](#)

### Women

42. Ten Reasons Not To Drink, Smoke or Use Drugs
43. Take Folic Acid
44. What You Eat Makes A Difference!
45. Bringing Home Baby Magazine
46. Tips for a Healthy Pregnancy
47. Health Tips for New Moms

### Breastfeeding

48. Breastfeeding and Work or School Pumping Storage
49. Hand Expression
50. Why babies breastfeed often
51. Pumping and storing breastmilk
52. How Do I Know If I Am Making Enough Milk
53. Mother's Milk for Premature Babies
54. Ten Tips on Getting Started with Breastfeeding
55. [Breastfeeding Mother Friendly Employer](#)
56. Breastfeeding in public wallet cards
57. Breastfeeding Mothers: Know Your Rights
58. "I am a Breastfeeding Baby" crib card
59. My Breastfeeding Plan

## Appendix B

# WIC Nutrition Education Materials Assessment Guidance

Consider each item in the survey based on:

- **Content** (the nutrition education message)
  - Is the item participant centered? Or does it contain language such as ‘you should’ or ‘you need to’? What suggestions do you have to improve the language?
  - Is the item easy to read and understand? Does it use common, everyday language?
- **Format** (layout, color, images, overall design)
  - Does it use elements such as bullets to break up chunks of information into a few key points? Or does it provide “information overload”?
  - Does the item facilitate interaction with participants?

If you want to dig deeper in your assessment, you might use this [Plain Language Checklist](#).

- Written for the intended audience**  
Who is your average reader? Write to that person; not to the experts.
- Uses pictures to convey a message**  
A picture is worth a thousand words. Graphics should aid comprehension, not confuse the audience.
- Organized to serve the reader’s needs**  
Put the most important material first, less important last. This helps readers find what they’re looking for.
- Uses simple, everyday words**  
Big words confuse readers. Define (and limit!) abbreviations.
- Omits extra words**  
Challenge every word--do you need it?
- Uses short sections separated by headings**  
Readers get lost in long dense text with few headings. Chunking your material into sections also inserts white space, making it easier to read and less overwhelming.
- Uses lists and tables**  
Lists and tables help shorten and clarify complex material.
- Uses active voice and present tense**  
“Children should eat fruit every day” (active voice) vs. “Fruit should be eaten by children every day” (passive). “We recommend breastfeeding to all our mothers” (present tense) vs. “We will recommend breastfeeding to all our mothers” (future).

## Appendix C

**THANK YOU for completing this survey by October 30, 2015!**



**Step 1:** Get as much staff input as possible.

**Step 2:** As the Nutrition Education lead for your agency, please complete the electronic version of the survey and return it to Niani Dunner via e-mail at [niani.dunner@state.or.us](mailto:niani.dunner@state.or.us).

**Step 3:** Use the enclosed envelope to submit materials your agency has created or purchased on your own.

You might consider:

- ★ Reviewing materials at an all-staff meeting
- ★ Delegating sections to smaller groups of people
- ★ Having Spanish speaking certifiers review materials in written in Spanish, and returning two surveys (2 max per agency, please).

**Agency:** \_\_\_\_\_

**Your name:** \_\_\_\_\_

**Work e-mail:** \_\_\_\_\_

**This survey is for materials in:**  English       Spanish       Both

**Approximately how many staff gave their opinion for this survey?** \_\_\_\_\_

## Appendix C

### 2015 WIC Nutrition Education Materials Survey

Please return by **October 30, 2015**

#### Infants (Birth – 12 months)

Title and publication #	How useful is this item?	How do you feel about the format and content?	Comments	Should State keep providing?
<b>Is My Baby Constipated?</b> <a href="#">(57-700 ENGL)</a>  ¿Está estreñido mi bebé? <a href="#">(57-700 SPAN)</a> (Available Online Only)	<input type="checkbox"/> Vital to our counseling  <input type="checkbox"/> Often helpful  <input type="checkbox"/> Useful once in a while  <input type="checkbox"/> We never use it  <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content  <input type="checkbox"/> Like <u>content</u> but not the format  <input type="checkbox"/> Like <u>format</u> but not the content  <input type="checkbox"/> Don't like it at all	1.	<input type="checkbox"/> Yes, as is  <input type="checkbox"/> Yes, with changes (see comments)  <input type="checkbox"/> No
<b>Prevent Early Childhood Cavities</b> <a href="#">(57-726 ENGL)</a>  Prevenga las caries en la primera infancia <a href="#">(57-726 SPAN)</a>	<input type="checkbox"/> Vital to our counseling  <input type="checkbox"/> Often helpful  <input type="checkbox"/> Useful once in a while  <input type="checkbox"/> We never use it  <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content  <input type="checkbox"/> Like <u>content</u> but not the format  <input type="checkbox"/> Like <u>format</u> but not the content  <input type="checkbox"/> Don't like it at all	2.	<input type="checkbox"/> Yes, as is  <input type="checkbox"/> Yes, with changes (see comments)  <input type="checkbox"/> No
<b>It's Time to Eat! Food For Your Baby</b> <a href="#">(57-709 ENGL)</a>  Es tiempo de comer <a href="#">(57-709 SPAN)</a>	<input type="checkbox"/> Vital to our counseling  <input type="checkbox"/> Often helpful  <input type="checkbox"/> Useful once in a while  <input type="checkbox"/> We never use it  <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content  <input type="checkbox"/> Like <u>content</u> but not the format  <input type="checkbox"/> Like <u>format</u> but not the content  <input type="checkbox"/> Don't like it at all	3.	<input type="checkbox"/> Yes, as is  <input type="checkbox"/> Yes, with changes (see comments)  <input type="checkbox"/> No

## Appendix C

Infants (Birth – 12 months)				
Title and publication #	How useful is this item?	How do you feel about the format and content?	Comments	Should State keep providing?
<b>Healthy sleep for you and your baby</b> <a href="#">(57-711 ENGL)</a>  Sueño saludable para usted y su bebé <a href="#">(57-711 SPAN)</a>	<input type="checkbox"/> Vital to our counseling  <input type="checkbox"/> Often helpful  <input type="checkbox"/> Useful once in a while  <input type="checkbox"/> We never use it  <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content  <input type="checkbox"/> Like <u>content</u> but not the format  <input type="checkbox"/> Like <u>format</u> but not the content  <input type="checkbox"/> Don't like it at all	4.	<input type="checkbox"/> Yes, as is  <input type="checkbox"/> Yes, with changes (see comments)  <input type="checkbox"/> No
<b>Understanding your baby's cues</b> <a href="#">(57-712 ENGL)</a>  Entendiendo las señales de su bebé <a href="#">(57-713 SPAN)</a>	<input type="checkbox"/> Vital to our counseling  <input type="checkbox"/> Often helpful  <input type="checkbox"/> Useful once in a while  <input type="checkbox"/> We never use it  <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content  <input type="checkbox"/> Like <u>content</u> but not the format  <input type="checkbox"/> Like <u>format</u> but not the content  <input type="checkbox"/> Don't like it at all	5.	<input type="checkbox"/> Yes, as is  <input type="checkbox"/> Yes, with changes (see comments)  <input type="checkbox"/> No
<b>Why do babies cry?</b> <a href="#">(57-712 ENGL)</a>  ¿Por qué lloran los bebés? <a href="#">(57-713 SPAN)</a>	<input type="checkbox"/> Vital to our counseling  <input type="checkbox"/> Often helpful  <input type="checkbox"/> Useful once in a while  <input type="checkbox"/> We never use it  <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content  <input type="checkbox"/> Like <u>content</u> but not the format  <input type="checkbox"/> Like <u>format</u> but not the content  <input type="checkbox"/> Don't like it at all	6.	<input type="checkbox"/> Yes, as is  <input type="checkbox"/> Yes, with changes (see comments)  <input type="checkbox"/> No

## Appendix C

Infants (Birth – 12 months)				
Title and publication #	How useful is this item?	How do you feel about the format and content?	Comments	Should State keep providing?
<b>Feed Me! Birth to 6 Months</b> (57-715 ENGL)  ¡Dame de comer! Del nacimiento a los 6 meses (57-715 SPAN)	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	7.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<b>Feed Me! 6 to 12 Months</b> (57-716 ENGL)  ¡Dame de comer! De los 6 a los 12 meses (57-716 SPAN)	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	8.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<b>Let's Eat! Magazine</b> (57-1101 ENGL)  ¡A comer! (57-1101 SPAN)	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	9.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No

## Appendix C

Infants (Birth – 12 months)				
Title and publication #	How useful is this item?	How do you feel about the format and content?	Comments	Should State keep providing?
<b>Out and About Magazine</b> (57-1114 ENGL)  De paseo (57-1114 SPAN)	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	10.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<b>Playing With Your Baby</b> (57-731 ENGL)  Jugar con su Bebe (57-731 SPAN)	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	11.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<b>Help Me Be Healthy Birth to 6 months</b> (57-1104 ENGL)  Ayúdame a permanecer sano del nacimiento a los 6 meses (57-1104 SPAN)	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	12.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No



## Appendix C

Infants (Birth – 12 months)				
Title and publication #	How useful is this item?	How do you feel about the format and content?	Comments	Should State keep providing?
<p><b>Help Me Be Healthy 6 to 12 months</b> (57-1105 ENGL)</p> <p>Ayúdame a permanecer sano de los 6 a los 12 meses (57-1105 SPAN)</p>	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	13.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<p><a href="#">Common Infant Problems: <b>Crying</b></a> (Texas WIC)</p> <p><a href="#">Problemas comunes de la infancia: <b>llanto</b></a>  (Available Online Only)</p>	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	14.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<p><a href="#">Common Infant Problems: <b>Colic</b></a> (Texas WIC)</p> <p><a href="#">Problemas comunes de la infancia: <b>Cólico</b></a>  (Available Online Only)</p>	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	15.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No

## Appendix C

Infants (Birth – 12 months)				
Title and publication #	How useful is this item?	How do you feel about the format and content?	Comments	Should State keep providing?
<a href="#">Common Infant Problems: Constipation</a> (Texas WIC)  <a href="#">Problemas comunes de la infancia: Estreñimiento</a>  (Available Online Only)	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	16.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<a href="#">Common Infant Problems: Diarrhea</a> (Texas WIC)  <a href="#">Problemas comunes de la infancia: Diarrea</a>  (Available Online Only)	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	17.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<a href="#">Common Infant Problems: Food Allergies</a> (Texas WIC)  <a href="#">Problemas comunes de la infancia: alergias a los alimentos</a>  (Available Online Only)	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	18.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No

## Appendix C

Infants (Birth – 12 months)				
Title and publication #	How useful is this item?	How do you feel about the format and content?	Comments	Should State keep providing?
<a href="#">Common Infant Problems: Spitting Up</a> (Texas WIC)  <a href="#">Problemas comunes de la infancia: Reflujo</a>  (Available Online Only)	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	19.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No

### **Additional Questions about Nutrition Education Materials for [INFANTS](#):**

- 1) What materials for infants have you created or purchased on your own? Please list the materials and send a copy to the state WIC office by October 30, 2015.
  
- 2) What other resources do you share with participants with infants, such as websites or copies of materials from resource books? Please list the materials and send a copy to the state WIC office.
  
- 3) Please list any other infant education materials your agency would like to have (if any).

## Appendix C

**4)** Are there specific infant materials you would like in another language, or alternate format (ex: online PDF, large print, braille)? If so, what materials and what language, or format?

## Appendix C

### Toddlers and Children (1-5 years)

Title and publication #	How useful is this item?	How do you feel about the format and content?	Comments	Should State keep providing?
<b>Your Child's Health</b> <a href="#">(57-702 ENGL)</a>  La Salud de Su Niño(a) <a href="#">(57-702 SPAN)</a>	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	20.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<b>Playing With Your Toddler</b> (57-732 ENGL)  Jugar con su Nino Pequeño (57-732 SPAN)	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	21.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<b>Playing With Your 3 to 5 Year Old</b> (57-733 ENGL)  Jugar con su hijo de 3 a 5 anos de edad (57-733 SPAN)	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	22.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No

## Appendix C

### Toddlers and Children (1-5 years)

Title and publication #	How useful is this item?	How do you feel about the format and content?	Comments	Should State keep providing?
<b>Offering Fruits and Veggies to Young Children</b> <a href="#">(57-741 ENGL)</a>  Ofreciendo frutas y verduras a los niños pequeños <a href="#">(57-741 SPAN)</a>	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	23.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<b>Help Me Be Healthy 1 to 1.5 years</b> (57-1106 ENGL)  ¡Ayúdame a ser saludable! De 1 a 1.5 Años de Edad (57-1106 SPAN)	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	24.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<b>Help Me Be Healthy 1.5 to 2 years</b> (57-1107 ENGL)  ¡Ayúdame a ser saludable! De 1.5 a 2 Años de Edad (57-1107 SPAN)	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	25.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No

## Appendix C

### Toddlers and Children (1-5 years)

Title and publication #	How useful is this item?	How do you feel about the format and content?	Comments	Should State keep providing?
<p><b>Help Me Be Healthy 2 to 2.5 years</b> (57-1108 ENGL)</p> <p>¡Ayúdame a ser saludable! De 2 a 2.5 Años de Edad (57-1108 SPAN)</p>	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	26.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<p><b>Help Me Be Healthy 2.5 to 3 years</b> (57-1109 ENGL)</p> <p>¡Ayúdame a ser saludable! De 2.5 a 3 Años de Edad (57-1109 SPAN)</p>	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	27.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<p><b>Help Me Be Healthy 3 to 3.5 years</b> (57-1110 ENGL)</p> <p>¡Ayúdame a ser saludable! De 3 a 3.5 Años de Edad (57-1110 SPAN)</p>	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	28.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No

## Appendix C

### Toddlers and Children (1-5 years)

Title and publication #	How useful is this item?	How do you feel about the format and content?	Comments	Should State keep providing?
<p><b>Help Me Be Healthy 3.5 to 4 years</b> (57-1111 ENGL)</p> <p>¡Ayúdame a ser saludable! De 3.5 a 4 Años de Edad (57-1111 SPAN)</p>	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	29.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<p><b>Help Me Be Healthy 4 to 4.5 years</b> (57-1112 ENGL)</p> <p>¡Ayúdame a ser saludable! De 4 a 4.5 Años de Edad (57-1112 SPAN)</p>	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	30.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<p><b>Help Me Be Healthy 4.5 to 5 years</b> (57-1113 ENGL)</p> <p>¡Ayúdame a ser saludable! De 4.5 a 5 Años de Edad (57-1113 SPAN)</p>	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	31.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No



## Appendix C

### Toddlers and Children (1-5 years)

Title and publication #	How useful is this item?	How do you feel about the format and content?	Comments	Should State keep providing?
<a href="#">No More Food Fights</a>  <a href="#">No Más Rabieta</a>  (Available Online Only)	<input type="checkbox"/> Vital to our counseling  <input type="checkbox"/> Often helpful  <input type="checkbox"/> Useful once in a while  <input type="checkbox"/> We never use it  <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content  <input type="checkbox"/> Like <u>content</u> but not the format  <input type="checkbox"/> Like <u>format</u> but not the content  <input type="checkbox"/> Don't like it at all	32.	<input type="checkbox"/> Yes, as is  <input type="checkbox"/> Yes, with changes (see comments)  <input type="checkbox"/> No



## Appendix C

For the Whole Family				
Title and publication #	How useful is this item?	How do you feel about the format and content?	Comments	Should State keep providing?
<b>Celebrating a Healthy Harvest</b> (recipe book) (57-705 ENGL)  Celebremos una cosecha saludable (57-705 SPAN)	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	33.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<b>Vitamin D for your family</b> (57-710 ENGL)  La vitamina D para su familia (57-710 SPAN)  (Available Online Only)	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	34.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<b>You Can Get The Iron You Need!</b> (57-703 ENGL)  ¡Ud. Puede Obtener El Hierro Que Necesita En Las Comidas! (57-703 SPAN)	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	35.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No

## Appendix C

### For the Whole Family

Title and publication #	How useful is this item?	How do you feel about the format and content?	Comments	Should State keep providing?
<p><a href="#">Small Changes -- Big Rewards</a></p> <p><a href="#">Pequeños cambios – Grandes recompensas</a></p> <p>(Available Online Only)</p>	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	36.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<p><a href="#">Tropical Fiesta</a></p> <p><a href="#">Fiesta Tropical</a></p> <p>(Available Online Only)</p>	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	37.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<p><a href="#">One Step at a Time</a></p> <p><a href="#">Un Paso a la Vez</a></p> <p>(Available Online Only)</p>	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	38.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No

## Appendix C

### For the Whole Family

Title and publication #	How useful is this item?	How do you feel about the format and content?	Comments	Should State keep providing?
<a href="#">Keeping it Fresh</a> <a href="#">Cómo mantener la fresca</a> (Available Online Only)	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	39.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<a href="#">Endless Summer</a> <a href="#">El Verano Sin Fin</a> (Available Online Only)	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	40.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<a href="#">Healthy in a Hurry</a> <a href="#">¡Rápido y Saludable!</a> (Available Online Only)	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	41.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No

## Appendix C

### Additional Questions about Nutrition Education Materials for the **WHOLE FAMILY**:

- 1) What materials for the whole family have you created or purchased on your own? Please list the materials and send a copy to the state WIC office by October 30, 2015.
  
  
  
  
  
  
  
  
  
  
- 2) What other resources do you share with participants, such as websites or copies of materials from resource books? Please list the materials and send a copy to the state WIC office.
  
  
  
  
  
  
  
  
  
  
- 3) Please list any other education materials for the whole family your agency would like to have (if any).
  
  
  
  
  
  
  
  
  
  
- 4) Are there specific family materials you would like in another language, or alternate format (ex: online PDF, large print, braille)? If so, what materials and what language, or format?

## Appendix C

### Pregnant & Postpartum Women

Title and publication #	How useful is this item?	How do you feel about the format and content?	Comments	Should State keep providing?
<p><b>Ten Reasons Not To Drink, Smoke or Use Drugs During Pregnancy</b> (57-706 ENGL)</p> <p>Diez Razones Para No Tomar Ebidas Alcoholicas, Fumar O Usar Drogas Durante El Embarazo (57-706 SPAN)</p>	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	42.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<p><b>Take Folic Acid</b> (57-707 ENGL)</p> <p>Toma Acido Fólico (57-707 SPAN)</p>	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	43.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<p><b>What You Eat Makes A Difference!</b> (57-701 ENGL)</p> <p>¡Lo Que Usted Come Hace La Diferencia! (57-701 SPAN)</p>	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	44.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No

## Appendix C

### Pregnant & Postpartum Women

Title and publication #	How useful is this item?	How do you feel about the format and content?	Comments	Should State keep providing?
<b>Bringing Home Baby Magazine</b> (57-1100 ENGL)  <b>¡Bienvenido a casa bebé</b> (57-1100 SPAN)	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	45.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<b>Tips for a Healthy Pregnancy</b> (Help Me Be Healthy) (57-1102 ENGL)  Consejos para un embarazo saludable (57-1102 SPAN)	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	46.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<b>Health Tips for New Moms</b> (Help Me Be Healthy) (57-1103 ENGL)  Consejos de salud para las nuevas mamás (57-1103 SPAN)	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	47.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No





## Appendix C

### Breastfeeding Promotion Materials

Title and publication #	How useful is this item?	How do you feel about the format and content?	Comments	Should State keep providing?
<b>Babies First: Breastfeeding and Work or School Pumping and Storage</b> (57-753 ENGL)  Bebes Primero—Dar Pecho asitiendo al Trabajo o a la Escuela (57-753 SPAN)	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	48.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<b>Hand Expression</b>  Expresión Manual (57-756 ENGL/SPAN)	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	49.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<b>Why babies breastfeed often</b>  ¿ Por qué los bebés amamantan con frecuencia? (57-757 ENGL/SPAN)	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	50.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No

## Appendix C

### Breastfeeding Promotion Materials

Title and publication #	How useful is this item?	How do you feel about the format and content?	Comments	Should State keep providing?
<b>Pumping and storing breastmilk</b>  Bombeo y almacenamiento de leche materna (57-758 ENGL/SPAN)	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	51.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<b>How Do I Know If I Am Making Enough Milk</b> <a href="#">(57-769 ENGL)</a>  Como Se Si Estoy Produciendo Suficiente Leche <a href="#">(57-769 SPAN)</a>	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	52.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<b>Mother's Milk for Premature Babies</b> <a href="#">(57-768 ENGL)</a>  Leche Materna para Bebes Prematuros <a href="#">(57-768 SPAN)</a>	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	53.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No

## Appendix C

### Breastfeeding Promotion Materials

Title and publication #	How useful is this item?	How do you feel about the format and content?	Comments	Should State keep providing?
<b>Ten Tips on Getting Started with Breastfeeding</b> (57-776 ENGL)  Diez sugerencias sobre como empezar a dar pecho (57-776 SPAN)	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	54.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<b>Breastfeeding Mother Friendly Employer Application Packet</b> (57-774 ENGL)  (Available Online Only)	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	55.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<b>Breastfeeding in public wallet cards</b>  (57-777 ENGL/SPAN)	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	56.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No

## Appendix C

### Breastfeeding Promotion Materials

Title and publication #	How useful is this item?	How do you feel about the format and content?	Comments	Should State keep providing?
<b>Breastfeeding Mothers: Know Your Rights</b>  Madres amamantando... ¡Conozcan sus derechos! <a href="#">(57-779 ENGL/SPAN)</a>	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	57.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<b>"I am a Breastfeeding Baby" crib card</b>  Mi mamá me da Pecho <a href="#">(57-780 ENGL/SPAN)</a>	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	58.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No
<b>My Breastfeeding Plan</b>  Plan Para Amamantar <a href="#">(57-782 ENGL/SPAN)</a>	<input type="checkbox"/> Vital to our counseling <input type="checkbox"/> Often helpful <input type="checkbox"/> Useful once in a while <input type="checkbox"/> We never use it <input type="checkbox"/> Didn't know we had it	<input type="checkbox"/> Like format and content <input type="checkbox"/> Like <u>content</u> but not the format <input type="checkbox"/> Like <u>format</u> but not the content <input type="checkbox"/> Don't like it at all	59.	<input type="checkbox"/> Yes, as is <input type="checkbox"/> Yes, with changes (see comments) <input type="checkbox"/> No

### Additional Questions about Nutrition Education Materials for **BREASTFEEDING**:

- 1) What breastfeeding promotion materials have you created or purchased on your own? Please list the materials and send a copy to the state WIC office by October 30, 2015.

## Appendix C

**2)** What other resources do you share with participants about breastfeeding, such as websites or copies of materials from resource books? Please list the materials and send a copy to the state WIC office.

**3)** Please list any other categories or topic areas of breastfeeding education materials your agency would like to have (if any).

**4)** Are there specific breastfeeding materials you would like in another language, or alternate format (ex: online PDF, large print, braille)? If so, what materials and what language, or format?

## Appendix D: Timeline Summary

#	Publication Title	Category	Action	Timeline
1	Is My Baby Constipated?	Infants	D. Discontinue - no replacement	Summer
14	Common Infant Problems: Crying	Infants	A. Keep - as is	Summer
15	Common Infant Problems: Colic	Infants	A. Keep - as is	Summer
16	Common Infant Problems: Constipation	Infants	A. Keep - as is	Summer
17	Common Infant Problems: Diarrhea	Infants	A. Keep - as is	Summer
18	Common Infant Problems: Food Allergies	Infants	A. Keep - as is	Summer
19	Common Infant Problems: Spitting Up	Infants	A. Keep - as is	Summer
20	Your Child's Health	Toddlers & Kids	C. Replace - purchase new	Summer
32	No More Food Fights	Toddlers & Kids	C. Replace - purchase new	Summer
34	Vitamin D for your family	Family	B. Keep - with revisions	Summer
35	You Can Get The Iron You Need!	Family	C. Replace - purchase new	Summer
52	How Do I Know If I Am Making Enough Milk	Breastfeeding	C. Replace - create new	Summer
54	10 Tips on Getting Started with Breastfeeding	Breastfeeding	D. Discontinue - no replacement	Summer
*	Chop Chop Magazine (Meredith)	Toddlers & Kids	* *One time only purchase	Summer
48	Breastfeeding Work or School Pumping Storage	Breastfeeding	D. Discontinue - no replacement	Fall
2	Prevent Early Childhood Cavities	Infants	B. Keep - with revisions	Fall
3	It's Time to Eat! Food For Your Baby	Infants	B. Keep - with revisions	Fall
7	Feed Me! Birth to 6 Months	Infants	D. Discontinue - no replacement	Fall
8	Feed Me! 6 to 12 Months	Infants	D. Discontinue - no replacement	Fall
11	Playing With Your Baby	Infants	C. Replace - purchase new	Fall
21	Playing With Your Toddler	Toddlers & Kids	C. Replace - purchase new	Fall
22	Playing With Your 3 to 5 Year Old	Toddlers & Kids	C. Replace - purchase new	Fall
23	Offering Fruits & Veggies to Young Children	Toddlers & Kids	A. Keep - as is	Fall
33	Celebrating a Healthy Harvest	Family	B. Keep - with revisions	Fall
42	10 Reasons Not To Drink, Smoke or Use Drugs	Women	D. Discontinue - no replacement	Fall
43	Take Folic Acid	Women	D. Discontinue - no replacement	Fall
44	What You Eat Makes A Difference!	Women	D. Discontinue - no replacement	Fall
47	Health Tips for New Moms	Women	B. Keep - with revisions	Fall
53	Mother's Milk for Premature Babies	Breastfeeding	D. Discontinue - no replacement	Fall
56	Breastfeeding in public wallet cards	Breastfeeding	B. Keep - with revisions	Fall
57	Breastfeeding Mothers: Know Your Rights	Breastfeeding	B. Keep - with revisions	Fall
*	"Baby-led bottle feeding"	Infants	GAP	Fall
4	Healthy sleep for you and your baby	Infants	A. Keep - as is	Winter
5	Understanding your baby's cues	Infants	A. Keep - as is	Winter
6	Why do babies cry?	Infants	A. Keep - as is	Winter
9	Let's Eat! Magazine (NWA)	Infants	A. Keep - as is	Winter
10	Out and About Magazine (NWA)	Infants	A. Keep - as is	Winter
12	Help Me Be Healthy Birth-6 months	Infants	A. Keep - as is	Winter
13	Help Me Be Healthy 6 -12 months	Infants	A. Keep - as is	Winter
24	Help Me Be Healthy 1 to 1.5 years	Toddlers & Kids	A. Keep - as is	Winter
25	Help Me Be Healthy 1.5 to 2 years	Toddlers & Kids	A. Keep - as is	Winter
26	Help Me Be Healthy 2 to 2.5 years	Toddlers & Kids	A. Keep - as is	Winter
27	Help Me Be Healthy 2.5 to 3 years	Toddlers & Kids	A. Keep - as is	Winter
28	Help Me Be Healthy 3 to 3.5 years	Toddlers & Kids	A. Keep - as is	Winter

## Appendix D: Timeline Summary

#	Publication Title	Category	Action	Timeline
29	Help Me Be Healthy 3.5 to 4 years	Toddlers & Kids	A. Keep - as is	Winter
30	Help Me Be Healthy 4 to 4.5 years	Toddlers & Kids	A. Keep - as is	Winter
31	Help Me Be Healthy 4.5 to 5 years	Toddlers & Kids	A. Keep - as is	Winter
36	Small Changes, Big Rewards	Family	D. Discontinue - no replacement	Winter
37	Tropical Fiesta	Family	D. Discontinue - no replacement	Winter
38	One Step at a Time	Family	D. Discontinue - no replacement	Winter
39	Keeping it Fresh	Family	B. Keep - with revisions	Winter
40	Endless Summer	Family	B. Keep - with revisions	Winter
41	Healthy in a Hurry	Family	D. Discontinue - no replacement	Winter
45	Bringing Home Baby Magazine	Women	A. Keep - as is	Winter
46	Tips for a Healthy Pregnancy	Women	A. Keep - as is	Winter
49	Hand Expression	Breastfeeding	A. Keep - as is	Winter
50	Why babies breastfeed often	Breastfeeding	A. Keep - as is	Winter
51	Pumping and storing breastmilk	Breastfeeding	A. Keep - as is	Winter
55	Breastfeeding Mother Friendly Employer	Breastfeeding	A. Keep - as is	Winter
58	I am a Breastfeeding Baby crib card	Breastfeeding	A. Keep - as is	Winter
59	My Breastfeeding Plan	Breastfeeding	B. Keep - with revisions	Winter