Spicing up Breastfeeding Support Groups and Elevating Leaders at WIC

Toncé Jackson, MPH, RDN, CLE

How it all started...

2015

CinnaMoms Staff = 15 WIC Staff

<table>
<thead>
<tr>
<th>CinnaMoms Facilitators</th>
<th>CinnaMoms Coordinators</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 - WIC Center Supervisors/RDs/ CLE</td>
<td>1 - Social Media Coordinator (Part-time)</td>
</tr>
<tr>
<td>7 - WIC Nutrition Assistants/ CLE</td>
<td>1 - Senior Administrative Assistant/ CLE/ Co-Creator of CinnaMoms</td>
</tr>
<tr>
<td>1 - Peer Counselor/CLE</td>
<td>1 - Nutrition/Breastfeeding Education Specialist/ CLE/ Co-Creator of CinnaMoms</td>
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</tbody>
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Gardena WIC Center

African American participants served each month:
~1000 per month
~20% of Gardena’s caseload
2 CLEs
(1 PC)

Inglewood WIC Center

African American participants served each month:
~2,100
~33% of Inglewood’s caseload
1 LC
1 CLE
(1 PC)
CinnaMoms Inglewood

13 moms and 16 infants/children

Rodeo (Crenshaw) WIC Center

African American participants served each month:
~2500
~46% of Rodeo’s caseload
1 CLE
(1 PC)

Slauson WIC Center

African Americans participants served each month
~1,500
~30% of Slauson’s caseload
2 CLE
1 Peer Counselor

St. Andrews Place (So. LA) WIC Center

African Americans participants served each month:
~2,000
~48% of St. Andrews Pl caseload
3 CLEs

CinnaMoms Calendar of Events (5x/yr)

At the (6) WIC Centers
– 1 Week in June
– 1 Week in October
– 1 Week in December

In the Community
– 1 Day in February
(Black History Month)
– 1 Day in August
(Breastfeeding Month & Black Breastfeeding Week)

BabyWearing Fashion Show

In the Community
– 1 Day in February
(Black History Month)
– 1 Day in August
(Breastfeeding Month & Black Breastfeeding Week)
There's no party like a CinnaMoms House Party!!!

*All activities were facilitated by CLEs.

Kitchen
Grandmother’s Tea!

Nursery
Prenatal women to 3 months old infants

Bedroom
“Pamper Me” Party for Moms!
What have we done in 2017?

**Diversifying the lactation field**
- 1 - CinnaMoms Staff & IBCLC
- 3 - CinnaMoms (WIC ppt) & CLE Course
- 1 - CinnaMoms (WIC ppt) & CWA

**Enhancing leadership skills & advocacy**
CinnaMoms staff attended various leadership & breastfeeding workshops, trainings and conferences

**Expansion & Evaluation CinnaMoms**

- August 2015 ~ 60
- October 2015 ~ 55
- December 2015 ~ 49
- February 2016 ~ 60
- June 2015 ~ 40
- August 2016 ~ 55
- October 2016 ~ 35
- December 2016 ~ 45
- March 2017 ~ 50
- June 2017 ~ 40
- August 2017 ~ 49

~538 CinnaMoms
Thank You!!

Any Questions?
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