Santa Barbara Prenatal BF Class

BREASTFEEDING: A SMART CHOICE

- SUPPLY
- STARS
- HOSPITAL
- SUCCESS
- HELP
- LATCHING
- RISK OF NOT BREASTFEEDING
- WORKING & SCHOOL
- COMMON QUESTIONS

www.youtube.com/user/wicbreastfeeding/videos?view=pl
Why it was Developed – Meeting the Needs of Gen Y

- Gen Y trusts their peers, blogs, and the WEB
- Texting is a favorite
- Want to watch / research in the privacy of their own home
How it Works

- The topics are called apps
- Ppts choose their topics – learner centered
- - 30 minute class
- - Use their cell phone in the class to text
- Some topics have clips of successful WIC ppt's (peers)
- We have a YouTube account with all the clips to view later on their own time
Breastmilk has **MORE** of the Good Things Babies Need

**See for Yourself!**

**Breastmilk**

- Antibodies
- Anti-Cancer (HAMLET)
- Growth Factors
- Enzymes
- Disease Fighting Stem Cells
- Hormones
- Anti-Viruses
- Anti-Allergies
- Anti-Parasites
- Probiotics
- Prebiotics
- Minerals
- Vitamins
- Fat
- DHA/ARA
- Carbohydrates
- Protein
- Water

**Formula**

- Probiotics
- Prebiotics
- Minerals
- Vitamins
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- DHA/ARA
- Carbohydrates
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- Water

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Formula vs. Breastmilk: English (03/11) 155259395

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YouTube Clips & Apps

http://www.youtube.com/user/WICbreastfeeding/videos?view=pl