

OMB Control No.: 0584-0524

Expiration Date: 9/30/2019

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB number. The valid OMB control number for this information collection is 0584-0524. The time required to complete this information collection is estimated to average 2 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

**WIC BREASTFEEDING CURRICULA AND TRAINING PROJECT
DESIGNATED BREASTFEEDING EXPERT SURVEY**



RECRUITMENT EMAIL 1: INVITATION TO COMPLETE SURVEY

Greetings!

Your WIC agency has been selected to participate in an online survey to gather information for the *WIC Breastfeeding Curricula and Training* project. This project is funded by the USDA Food and Nutrition Service under a cooperative agreement with Every Mother, Inc. and its subcontractor, Altarum Institute. The purpose of the project is to update, develop, and implement breastfeeding training curricula to meet the needs of various WIC staff audiences to improve breastfeeding rates in the WIC Program and support national breastfeeding campaign goals.

This survey is being conducted to collect information to inform project Goal 3: Develop a WIC training curriculum that defines the scope of practice and competencies required for the WIC Designated Breastfeeding Expert (DBE). The 2013 WIC Nutrition Standards provide the following definition of DBE: *"The WIC-Designated Breastfeeding Expert is an individual who is an expert with special experience or training in helping breastfeeding mothers and who provides breastfeeding expertise and care for more complex breastfeeding problems when WIC staff members face situations outside of their scope of practice."*

The survey will provide the project team with an understanding of the qualifications, characteristics, job duties and experience of individuals who are designated as DBEs as well as describe the role the DBE plays in providing breastfeeding support to WIC mothers. Possible survey respondents include State and local Breastfeeding Coordinators, Breastfeeding Peer Counselor Program Managers/Supervisors or other staff directly involved in breastfeeding support services, including DBEs. Your participation in this survey is anonymous and voluntary. No respondent or WIC agency names will be identified in any reports prepared with the survey responses. There are no penalties for not responding to the survey or in whole or in part. Your responses to the survey questions will be combined with responses from others to develop a summary that will be used to inform the development of DBE training resources. The information you provide will be a valuable contribution to achieving this important project goal.

Please complete the survey by [MM/DD/YY].

ATTACHMENT A

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The survey will take about 15 minutes to complete, and it can be accessed at [**insert live hyperlink**]. You may forward this information to another individual in your agency if you feel it is more appropriate for them to complete it, but please submit only one survey for your agency.

If you have any problems completing the survey, please contact the Survey Help Desk by calling 1-877-575-5375 or sending an email to wic-training-feedback@altarum.org

Thank you for taking the time to complete the survey.

Linnea Sallack, Project Partner
Altarum Institute

Cathy Carothers, Project Director
Every Mother, Inc.