**WIC BREASTFEEDING CURRICULA AND TRAINING PROJECT**

**DESIGNATED BREASTFEEDING EXPERT SURVEY**



**RECRUITMENT EMAIL 2: SURVEY REMINDER 1**

Greetings!

On [MM/DD/YY], I sent you an email regarding an online survey being conducted 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 this 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.

If you have completed the survey, thank you! The project team appreciates your time and input.

If you have not completed the survey, the project team urges you to do so by **[MM/DD/YY].** Details are provided below.

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

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. 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.

Thank you,

Linnea Sallack, Project Partner

Altarum Institute

Cathy Carothers, Project Director

Every Mother, Inc.