



Final Report to the U.S. Department of Agriculture Food and Nutrition Service  
2019 - 2022 WIC Special Project Innovation Grant

Utilizing the CinnaMoms model to increase engagement, enrollment and certification of  
Black participants at PHFE WIC

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## Executive Summary

**Background:** Prior to receipt of this funding, the CinnaMoms model emerged as a pilot project at five PHFE WIC sites, with a focus on creating a safe space for Black participants to engage with WIC staff to discuss life, health and breastfeeding and form a village of support. It started with monthly support circles in WIC sites and annual community events designed to shine a light on disparities in breastfeeding rates and evolved to include the broader landscape of the lived experiences of Black women during pregnancy and postpartum. CinnaMoms gather to form a village of support to share lived experiences, advocate for infant feeding, and offer vital community resources to improve the health and birthing outcomes of Black families throughout the life course.

What emerged through the CinnaMoms focus is a notable gap in PHFE WIC's successful reach to and retention of Black families. Among children under age 5 years living in low-income households in Los Angeles County (LAC), 74% are Hispanic, 10% are Black, 6% are White, and 5% are Asian. By comparison, the low-income population served by WIC in LAC is 81% Hispanic, 7% Black, 4% White and 5% Asian. These data demonstrate that while PHFE WIC is reaching higher than expected numbers of Hispanic families, we are reaching lower than expected numbers of Black families. Further, in the last quarter of 2020, 20% of Black families redeemed none of their WIC benefits, compared to 6% of Asians, 8% of Hispanics and 14% of Whites.

Taken together, these data supported a high need to develop and evaluate intentional and culturally relevant strategies to improve program enrollment, recertification and satisfaction rates among Black families. With an appointment and certification process established through the CinnaMoms model, the goal of this innovative grant was to formalize and evaluate such strategies, demonstrate their impact and create a platform for broad dissemination of effective strategies to successfully certify, retain and engage Black families.

**Project Overview:** The specific innovative aims of this project were to formalize the evidence base for the CinnaMoms model to be scaled and made transferable to other WIC agencies to support successful certification of Black participants and to build the Black workforce at PHFE WIC, which translates into increased support for Black participants accessing the WIC program and utilizing their benefits. In order to achieve these specific aims, four goals were developed and included 1) Hiring and Training, 2) CinnaMoms Support for the Certification Experience, 3) Community Support & Outreach, and 4) Evaluation of the CinnaMoms Model.

Enhancement of CinnaMoms support activities enabled PHFE WIC to enhance the certification experience of Black families, by focusing on these components. Firstly to focus on targeted enrollment and certification processes and practices for Black participants. Secondly, the development of interactive texting strategies with culturally tailored text messages. Lastly, offering bi-monthly virtual support circles, and connecting mothers to breastfeeding Peer Counselors. Additionally, hiring and training activities translated into increased support for Black participants accessing the WIC program and utilizing their benefits. With additional staff and focused support on this population, CinnaMoms WIC Nutrition Assistants (WNAs) align their

outreach strategies with the PHFE WIC outreach team efforts to increase enrollment and engagement with WIC by Black families. All project evaluation efforts align with the project objectives 1) CinnaMoms support for the certification experience, 2) hiring/training, and 3) community support/outreach.

PHFE received the WIC Special Project Innovation Grant in February 2021. The project officially began with hiring in April 2021 and integrated the other project goals through the end of the project December 2022.

**Key Findings:** This grant allowed PHFE WIC to gather quantitative and qualitative data on the importance of belonging and feeling heard by our Black community. CinnaMoms is a vital piece of the services offered within WIC. That is because WIC participants have an easier time navigating through their own lived experiences when they have CinnaMoms WNAs and Breastfeeding Peer Counselors with whom they can identify. The certification experience was improved for our Black/African American community with the hiring and training of more Black staff to attend to clients. Results from surveys and focus groups demonstrated that participants were more highly satisfied with their experiences when staff of their same race were available to provide them WIC services. All participants reported high satisfaction and agreement (Very or somewhat satisfied; Strongly or somewhat agreed) with their WIC interactions, having more enjoyable experiences with CinnaMoms staff, and feeling comfortable and heard when participating in the CinnaMoms Support Circles. The analysis of enrollments and certification showed that our rates of participation among Black participants remained steady throughout the project duration.

**Project Conclusions and Lessons Learned:** The CinnaMoms Model is a culmination of specific hiring, training, support activities, and targeted outreach that can be used as a tool to create momentum for a WIC systems change to move the needle on improving the certification rates and engagement of Black families participating in WIC. In order to increase engagement, and certification of Black/African American families within WIC, WIC must be reintroduced as safe space for the most vulnerable members of growing Black families to thrive.

By evaluating the CinnaMoms Model, we believe that this program is the direction WIC should go to connect with Black/African American families through culturally responsive care. The CinnaMoms Model is a culmination of specific hiring, training, support activities, and targeted outreach that can be used as a tool to create momentum for a WIC systems change to move the needle on improving the certification rates and engagement of Black families participating in WIC. Implementing the CinnaMoms Model throughout PHFE will take a collective effort including all PHFE WIC Departments, Los Angeles County Health and Public Health Departments, and the California Department of Public Health to support certification and participation efforts to target WIC eligible Black/African American families living within PHFE's service areas.

The biggest success of this project, and the number one lesson learned from the WSPI grant, came from hiring and training. First, the success: Thanks to this grant, PHFE WIC hired staff that reflected the CinnaMoms community and created a framework for hiring. Thanks to the

alignment with core WIC services, PHFE WIC is grateful to continue to be able to employ these staff. This hiring framework has also enabled us to draw down additional funding from our local Medicaid managed care provider to hire and train additional WNAs now also working to increase support and enrollment to new Black/African American WIC families.

Second, the lesson learned: Hiring and training new paraprofessional staff takes 9-12 months from the point of posting a job description (generally upon notification of funding) to having a fully independently working WNA. It is critical that future investments in WIC innovative strategies that require the hiring of new staff recognize that the first 9-12 months of a funding period will be devoted to hiring and training. Funding periods of *at least* 2.5 years are therefore likely to yield the greatest impact for newly hired and trained staff to engage in innovative strategies. While we hoped to document an increase in WIC participation among Black/African-American participants during the period of funding, an 18-month funding period is short for documenting significant shifts in rates of participation. We are pleased that participation rates of Black/African-American participants held steady during the grant period. Given the tremendous upsurge in participation during March-June 2020 in response to the COVID-19 pandemic, it is likely the strategies employed during this grant period enabled us to be successful in retaining participants from 2021-2022.

## **Section 1: Introduction**

### **1.1 Background**

The PHFE WIC Program, a program of Heluna Health, is the largest local agency WIC Program in the country, serving over 180,000 participants monthly in Southern California. What has emerged in recent years was a notable gap in PHFE WIC's successful reach to and retention of Black families. Among children under age 5 years living in low-income households in Los Angeles County (LAC), 74% are Hispanic, 10% are Black, 6% are White, and 5% are Asian. By comparison, the low-income population served by WIC in LAC is 81% Hispanic, 7% Black, 4% White and 5% Asian. These data demonstrate that while PHFE WIC was reaching higher than expected numbers of Hispanic families, we were reaching lower than expected numbers of Black families. Further, recent examination of data on redemption rates of WIC foods, an indicator of program use and satisfaction, identifies substantially lower rates of WIC food redemption by Black participants compared to all other ethnic groups. In the last quarter of 2020, 20% of Black families redeemed none of their WIC benefits, compared to 6% of Asians, 8% of Hispanics and 14% of Whites. Taken together, these data support a high need for intentional and culturally relevant strategies to improve program enrollment, recertification and satisfaction rates among Black families.

In 2015, PHFE WIC employees Toncé Jackson and Karla Washington saw a unique opportunity to help Black PHFE WIC families overcome racial disparities in breastfeeding. Together, they co-created the CinnaMoms breastfeeding support program to promote breastfeeding and increase access to support. In 2018, CinnaMoms expanded its mission to include improving maternal and infant health outcomes. Since 2021 CinnaMoms has hosted virtual support circles on breastfeeding, maternal mental health, preparing WIC foods, navigating the hospital during a pandemic, practicing self-care, and the arc to recovery after experiencing a loss. As shown on our CinnaMoms.org website, the program has created a safe space for Black women, infants, and families, with abundant qualitative evidence of program impact such as the following:

“It's been amazing! I learned a lot. I don't feel alone and taking care of my baby has been so much easier. I'm new to CinnaMoms and I love them. I love what they stand for and how they support the community. I grateful for them. My kids will be old and I'll still be a part of the group.” “It's so rich and powerful. Feels like family.” “I felt safe. Being around people that are supportive and informative!”

After being awarded the United States Department of Agriculture (USDA) Special Project Innovation Grant, we used this opportunity to formalize the evidence based for the CinnaMoms Model, and finalize a toolkit with instructions on how to implement CinnaMoms support within other WIC Agencies. With the support of the USDA, CinnaMoms will be able to initiate a systems change within the broader WIC setting by scaling and transferring the CinnaMoms Model to reach Black women and infants at local WIC Agencies across the country. For this project specifically, the PHFE WIC program employed the enhancement opportunity 4: WIC agency led innovative strategies to improve the WIC certification process that are not captured by Enhancement Opportunities 1-3. The specific innovative aims of this project were to formalize the evidence base for the CinnaMoms model to be scaled and transferable to other



WIC agencies to support successful certification of Black participants, and to build the Black workforce at WIC, which translates into increased support for Black participants accessing the WIC program and utilizing their benefits. The direct outcomes of these efforts were expected to include increased enrollment and certification rates, program satisfaction, and utilization of benefits by Black families.

## **1.2 Goals and Objectives**

The **specific aims** of this project were to:

(1) Formalize the evidence base for the CinnaMoms model to be scaled and transferable to other WIC agencies to support successful certification of Black participants

(2) Build the Black workforce at WIC.

There were also four goals for achieving the two specific aims:

- (1) Hiring and Training
- (2) CinnaMoms Support for the Certification Experience
- (3) Community Support & Outreach
- (4) Evaluation of the CinnaMoms Model

### **1. Hiring & Training**

The first goal helped to improve the certification process by hiring and training three new staff to build the Black WIC workforce. The activities that contributed to the successful completion of this goal were as follows:

- **Activity 1:** Hiring the CinnaMoms Project Coordinator
- **Activity 2:** Hiring and training three CinnaMoms WIC Nutrition Assistants (WNA's)

### **2. CinnaMoms Support for the Certification Experience**

This goal was accomplished by elevating CinnaMoms support to improve the certification experience. Increasing CinnaMoms support also shaped the infrastructure of the CinnaMoms Model, which is our tool kit providing other WIC agencies the components of CinnaMoms Support and how the model can be replicated and scaled to meet the needs of their local agency.

The activities that contributed to the successful completion of the goal included:

- **Activity 1:** Navigation of WIC certification processes through culturally relevant resources and support.
  - Black participants were engulfed with culturally relevant and specific resources that address their specific maternal and infant health concerns while attending a CinnaMoms support circle.
  - CinnaMoms WIC Nutrition Assistants (WNAs) helped participants navigate the WIC certification process to reduce barriers related to uncertainty about the eligibility criteria.
- **Activity 2:** Enhancement of texting protocols (In-reach) using culturally approved messages.
  - CinnaMoms designed text messages to reach African American/Black participants.

- **Activity 3:** Facilitate/Coordinate CinnaMoms Support Circles.
  - Staff facilitated CinnaMoms support circles in a virtual space to discuss topics designed to increase (re)certification, offering at least one virtual CinnaMoms support group each month.
- **Activity 4:** Connection to the Breastfeeding Peer Counselor Program.
  - CinnaMoms WNAs actively connected mothers to Peer Counselors.

### 3. Community Support & Outreach:

The third goal of this project was Community Support and Outreach. Activities designed to complete this goal included:

- **Activity 1:** Collaboration with PHFE WIC Outreach team and community partners to increase outreach and referrals among the Black Community.
  - Staff found new areas to identify and reach Black families and share innovative ways to get families to enroll on WIC.
  - CinnaMoms staff collaborated with the outreach team and provide targeted outreach to Black families.
  - CinnaMoms staff tracked the number of families who enroll on the WIC application system.
- **Activity 2:** Collaboration with PHFE WIC Local Vendor Liaison (LVL) team and to increase outreach to WIC vendors in the Black community and focus on increasing redemption of WIC foods.
  - CinnaMoms WNAs collaborated with WIC LVLs to share participants' shopping experiences with local grocery stores.
  - CinnaMoms WNAs offered support in using the California WIC App to identify WIC allowable foods and improve shopping and check-out experiences to address barriers to redemption.

### 4. Evaluation of the CinnaMoms Model

The fourth and final goal was to evaluate the CinnaMoms Model. The designed evaluation framework measured the impact of the CinnaMoms efforts on specific outcomes, including enrollment and certification rates, program satisfaction, and utilization of benefits by Black families. Activities used to accomplish this goal included the following:

- **Activity 1:** Confirmation of WIC sites where CinnaMoms activities were focused.
- **Activity 2:** CinnaMoms support activities (See Goal 1) described and baseline indicators finalized (see Evaluation section 3 for anticipated measures).
- **Activity 3:** Submission of an application to the CA IRB.
- **Activity 4:** Conducted an evaluation of all Black participants served in targeted CinnaMoms sites. On a monthly basis, staff tracked rates of enrollment and participation, WIC Center environment, early engagement with WIC, recertification, program use, program reach and program engagement (see Evaluation section 3 for anticipated measures).
- **Activity 5:** Followed a longitudinal cohort of participants with quarterly questionnaires (N=150).
- **Activity 6:** Conducted two focus groups with 22 participants total

## Section 2: Project Implementation

### 2.1 Project Timeline

PHFE received notification of award of the WIC Special Project Innovation Grant in February 2021. The project officially began with hiring in April 2021 and integrated the other project goals through the end of the project December 2022. Below is a summary of the 4 goals of this project and the corresponding timeline. (See appendix for an additional visual of this timeline)

#### 1. Hiring & Training

- **Activity 1:** The first activity of this goal was hiring the CinnaMoms Project Coordinator. The project hired a CinnaMoms Project Coordinator in April 2021. Parties responsible for this activity were the Senior Health Equity Manager and Director of Research and Evaluation.
- **Activity 2:** The second activity of this goal was hiring three CinnaMoms WIC Nutrition Assistants (WNA's). In the work plan, project staff anticipated hiring to be completed in May 2021, and their training period ending in June 2021. Due to scheduling conflicts and verifying eligibility for employment for our candidates, the project successfully hired 3 CinnaMoms WNAs in June 2021. Parties responsible were the CinnaMoms Project Coordinator and Senior Health Equity Manager. The newly hired CinnaMoms WNAs began training in July 2021, one month later than their anticipated start date. They successfully completed the WIC Certification process and racial and health equity modules, and have been fully trained to conduct WIC and CinnaMoms services since September 2021.

#### 2. CinnaMoms Support for the Certification Experience

- **Activity 1:** The first activity for this goal was to provide additional support to Black/African American families by navigating them through the WIC certification processes through culturally relevant resources, support, and anticipatory guidance. This goal was planned to be executed from May 2021-September 2022, but instead spanned from October 2021-December 2022. The delay in the start of our activities was due to the process of hiring and training our CinnaMoms WNAs to receive their WNA Certification, which takes 3-6 months to achieve after hiring.
- **Activity 2:** The second activity for this goal was the enhancement of texting protocols (In-reach) using the culturally approved messages. Parties responsible for this activity were the CinnaMoms Project Coordinator, CinnaMoms WNA's, and Senior Health Equity Manager. This occurred throughout the time span of the grant.
- **Activity 3:** The third activity for this goal was to facilitate/coordinate CinnaMoms Support Circles. CinnaMoms WNAs facilitated and coordinated CinnaMoms Support Circles from October 2021 through the conclusion of this grant project. The delay in this activity was caused by staff completing their WIC Nutrition Assistant Certification training modules. The parties responsible were the CinnaMoms WIC Nutrition Assistants and the Project Coordinator.
- **Activity 4:** The fourth activity for this goal entailed that CinnaMoms WNAs will connect mothers to the Breastfeeding Peer Counselor Program. CinnaMoms WNAs began connecting mothers to the Breastfeeding Peer Counselor Program in October 2021 through the duration of the grant project. This delay occurred due to staff needing to

complete their WIC Nutrition Assistant Certification training module in order to interact with WIC families. Parties responsible for this were the CinnaMoms WIC Nutrition Assistants and CinnaMoms Project Coordinator.

3. Community Support & Outreach

- **Activity 1:** The first activity for this goal was for CinnaMoms WNAs to collaborate with PHFE WIC Outreach team and community partners to increase outreach and referrals among the Black Community. This activity was planned for May 2021- December 2022. Due to staff training needs to conduct outreach, and COVID-19 preventing in-person visits to potential outreach locations, CinnaMoms WNAs didn't conduct outreach until February 2022, and have continued to conduct CinnaMoms Outreach past the completion of this project. The parties responsible were the CinnaMoms Project Coordinator, CinnaMoms WNA's, and Senior Health Equity Manager.

4. Evaluation of the CinnaMoms Model

- **Activity 1:** In April 2021 the first activity of this goal was completed, which is confirmation of WIC sites where CinnaMoms activities were focused. The parties responsible for this were the Senior Health Equity Manager and Director of Research and Evaluation. Following this activity, CinnaMoms support was described and baseline indicators finalized to prepare for evaluation. The parties responsible for that were the Research Analyst, Senior Health Equity Manager, Director of Research and Evaluation.
- **Activity 2:** The second activity of this goal was completed in June 2021. There was a total of 828 possible families to survey (PG or infants under 5 months). This goal was completed by the Research Analyst, Senior Health Equity Manager, and the Director of Research and Evaluation.
- **Activity 3:** In June 2021 PHFE submitted our project application to the CA IRB. The CA IRB approved our project on May 7, 2021, one month earlier than our anticipated deadline of June 2021. This allowed us to stay on track with conducting the evaluation of all Black participants served in targeted CinnaMoms sites. On a monthly basis, we tracked rates of enrollment and participation, WIC Center environment, early engagement with WIC, recertification, program use, program reach and program engagement the parties responsible were the Research Analyst and Director of Research and Evaluation
- **Activity 4:** The evaluation timeline was July 2020-September 2022. PHFE conducted evaluation of all Black participants served in targeted CinnaMoms sites. On a monthly basis, our research analyst tracked rates of enrollment and participation, WIC Center environment, early engagement with WIC, recertification, program use, program reach and program engagement. This happened concurrently with following a Longitudinal cohort of participants with quarterly questionnaires (N=150). The questionnaires were distributed in September 2021, December 2021, March 2022, and June 2022. The parties responsible were Research Analyst and Project Coordinator.
- **Activity 6:** The final activity of evaluation of the CinnaMoms Model, were two focus groups. In June and July 2022, PHFE conducted two focus groups with 22 participants. The parties responsible for conducting focus groups were the Senior Health Equity Manager, Project Coordinator, and Research Analyst.

While completing all grant activities listed above, the Project Coordinator was responsible for successful submission of quarterly progress reports. Reports were submitted in Y1Q3 (July 2021), Y1Q4 (October 2021), Y2Q1 (January 2022), Y2Q2 (April 2022), Y2Q3 (June 2022),

Y2Q4 (September 2022), and Y3Q1 (January 2023). PHFE also attended all WSPI Grantees Quarterly conference calls. Parties responsible for sharing updates were the Project Coordinator. Quarterly conference calls were attended on the following dates: 4/13/2021, 7/20/2021, 10/12/2021, 01/17/2022, 05/05/2022, 07/2022, 10/19/2022. Senior Health Equity Manager, Project Coordinator, Research analyst and Director of Research and Evaluation then attended the closeout session at FNS HQ in Virginia to present final project outcomes in April 2023.

## **2.2 Key Actions Taken to Implement Project**

In order to implement this project, staff from many different departments (Breastfeeding, PQC- Program Quality and Communications, NSAP- Nutrition Services and Projects, Client Services, Outreach, Operations/Finance, Warehouse) within the PHFE WIC Agency came together to support the Research, Evaluation, and Health Equity Department in evaluating the CinnaMoms Model and executing CinnaMoms Support Activities for the duration of the grant. Below is an overview of how PHFE WIC implemented our project with the support of our departments. Below listed are key actions taken to implement the Activities of this project.

### **Goal 1: Hiring & Training**

Key Actions for this goal led PHFE to build the Black Workforce at our local Agency. First was an internal promotion of the Project Coordinator who assisted with the grant objectives as well as supervising the newly hired CinnaMoms WIC Nutrition Assistants (WNAs). For the hiring phase of our new staff, the job recruitment period was conducted building on the hiring process utilized by PHFE when hiring degreed nutritionists and registered dietitians. Our intention was to hire from the community, so that these staff can use their lived experience to better serve the Black participants in PHFE. We therefore incorporated specific language into the job description and job requirements that applicants must have experience serving Black/African American families in any capacity and demonstrate cultural competence as evidenced by a background living and/or working in communities served by CinnaMoms. By disseminating our job application through various platforms such as social media, job websites, and referrals from CinnaMoms Support Staff, we had a diverse outcome of prospective applicants, including multiple CinnaMoms WIC mothers interested in serving and supporting the maternal and infant health outcomes in the Black Community. Project Staff began the hiring process for the CinnaMoms WNAs in May 2021. The hiring process began with a virtual group pre-screen and informational session about the position and job specifications, project staff then held a skills-assessment test related to computer skills and customer service, and a final 3- person panel interview.

### **Successes and Challenges from Hiring and Training**

Once our new staff members were hired, they were trained with a cohort of newly hired Degreed Nutritionists and Registered Dietitians for the 2 month long intensive process of training to become State Certified WIC Nutrition Assistants (WNA). The PHFE WIC WNA certification training included 32 training modules with 7 trainings being in-person and 25 trainings completed virtually. This impacted the duration of time for our new staff to complete WNA state certification, due to challenges of learning a new job in a hybrid environment.

Part of the training period included successful completion of Health and Racial Equity Trainings. For this grant we also added a brand new training to the curriculum, CinnaMoms 101. This was important to accomplish because although CinnaMoms is mentioned during the Health and Racial Equity Training, several slides are not enough to show new staff how CinnaMoms is

incorporated into WIC services, and how WIC Staff can play a role in referring families to CinnaMoms. The Senior Health Equity Manager, CinnaMoms Project Coordinator, and Health and Racial Equity Project Coordinator were responsible for developing and facilitating the Health and Racial Equity and CinnaMoms 101 training. CinnaMoms WNAs also assisted with facilitating CinnaMoms 101 to staff hired in 2022 and beyond in the absence of the CinnaMoms Project Coordinator and Senior Health Equity Manager.

As the newly hired CinnaMoms WNAs were completing their training, the CinnaMoms Project Coordinator and Senior Health Equity Manager worked with PHFE Client Services to clarify the CinnaMoms sites where grant activities were to be completed. After making placements to the specified CinnaMoms sites, the Project Coordinator worked with the CinnaMoms Site Supervisors to continue to support new staff as integrated members within the CinnaMoms Site center staff. Once placed at a site, veteran WNAs within PHFE were identified to be a “CinnaBuddy” and mentor our new CinnaMoms WNAs on all the basics of WIC service delivery. The CinnaBuddy’s assisted our new staff with providing remote services to WIC families, and navigating through the many work systems PHFE has to deliver those services.

Longevity of Hiring and Training beyond end of grant:

Since the grant period ended, PHFE WIC has continued to support the continuation of these positions due to their alignment with core WIC activities. The CinnaMoms WNA position also presented the opportunity for some of our staff to seek promotions within PHFE WIC. Of our three original CinnaMoms WNAs, was promoted Breastfeeding Peer Counselor in October 2022, and one was promoted as Degreed Nutritionist and was also accepted into Dietetic Internship in September 2022. The third CinnaMoms WNA has continued her role in performing CinnaMoms Outreach while also assisting with CinnaMoms Support Circles and CinnaMoms Social Media. With the success of this newly developed hiring framework, we moved forward with implementing this framework to hire 4 new CinnaMoms WNAs.

CinnaMoms 101 was developed as a result of our hiring process. Before the grant, there was no formal training for PHFE Staff on how to provide CinnaMoms Services. CinnaMoms 101 is now officially part of PHFE Training curriculum and has allotted CinnaMoms the opportunity to create a “CinnaMoms Liaisons Committee”. CinnaMoms Liaisons expectations are to share CinnaMoms updates with participants, serve as the CinnaMoms connection at their WIC Center, use and share the CinnaMoms referral script with staff, connect families with CinnaMoms social media platforms and newsletters, and conduct “Welcome to CinnaMoms + WIC” calls to newly enrolled African American participants at PHFE. This was important to accomplish because having more staff capable of referring eligible families to CinnaMoms catalyzed an agency wide commitment to CinnaMoms, where teams at any location will have a the capability of referring eligible families to CinnaMoms regardless of whether that family was at a CinnaMoms site.

Lessons Learned from Hiring and Training

Hiring and training took longer to accomplish as two out of three of our new hires had little to no formal background in nutrition or lactation. Our agency also has not hired WNAs in over 10 years, and we’ve learned that the training needs of a WNA are much different and more intensive than hiring a WIC Nutritionist or RDN. There is more employee support needed for understanding Motivational Counseling/Interviewing, understanding participant centered education, and learning how to do three different jobs within one position (outreach, WIC Client Services, CinnaMoms support activities).

## Goal 2: CinnaMoms Support for the Certification Experience

Within this goal, Black participants were engulfed with culturally relevant and specific resources that address their specific maternal and infant health concerns. CinnaMoms WNAs help participants navigate the WIC certification process to reduce barriers related to uncertainty about the eligibility criteria. Key actions taken to accomplish this was through CinnaMoms support activities. At CinnaMoms virtual support circles, CinnaMoms WNAs connected families to an abundance of resources. Offerings ranged from free child care, specially tailored support groups for expecting fathers that identify as Black and assistance with applying for MediCal (Medicaid) benefits or recertifying their MediCal benefits for the next year. These culturally relevant resources and support can be found on our website, [www.cinnamoms.org/resources](http://www.cinnamoms.org/resources). During the announcement section of CinnaMoms support circles, participants also received important WIC announcements about benefit redemption, WIC food package updates such as the Cash Value Benefit (CVB) increase for fruits and vegetables, utilizing the California WIC App, visiting [wichealth.org](http://wichealth.org) for online nutrition education, and updates about the ongoing formula shortage and food recalls.

The second Activity of this goal were the enhancement of texting protocols (In-reach) using culturally approved messages. CinnaMoms Staff designed text messages to reach African American/Black participants. CinnaMoms is able to text over 12,000 Black/African American families through the TeleTask texting service utilized by PHFE. TeleTask is a HIPPA compliant texting service that allows California WIC agencies to reach our WIC families for certification appointments, upload documents to support proofs for remote certification appointments, and send resources and materials needed by our families. CinnaMoms WNAs created text messages and developed a text message framework to reach African American/Black participants on scheduled dates 4 times a month to have them engaged with our CinnaMoms virtual support circles.

The PHFE Program Quality and Communications (PQC) Department supported us in implementing this activity by assisting with the scheduling CinnaMoms text blasts onto TeleTask. PQC helped systemize the CinnaMoms texting strategies by helping schedule additional text messages that aren't related to support circle events, such as "refer a friend" to CinnaMoms and a "Welcome to WIC/CinnaMoms" text for newly enrolled families each month. CinnaMoms tailors its text messages to specific demographics, so for example we text our "CinnaMoms" population which consists of Black/African American prenatal and postpartum women with a baby up to 6 months with specific texts catered to breastfeeding and prenatal topics. The second texting demographic, "CinnaFamily" are all Black/African American Families in the agency from prenatal to 5 years old.

The third Activity of this goal was to facilitate/coordinate CinnaMoms Support Circles. Staff facilitated CinnaMoms support circles in a virtual space to discuss topics designed to increase certification and re-certification. CinnaMoms support circles occur bi-monthly on the first and third Thursday of every month. In the past, support circles only occurred at 2:30pm. After hearing feedback from our CinnaMoms WNA Tia, we began offering morning sessions at 10:30am for families that have more time to attend in the morning as opposed to later in the afternoon when they have to pick up their children from school. With this change in time offering, it also gave us the opportunity to plan for a support circle later in the afternoon for our working families that cannot attend a support circle in the early morning or afternoon. After the end of this project, CinnaMoms is planning to add later support circles from 5-6:30pm to reach

families that work during PHFE's normal business hours. To meet the needs of CinnaMoms, targeted text messaging blasts also specified the offerings of our support circle topics by having the 1<sup>st</sup> Thursday of the month be a breastfeeding centered topic and the 3<sup>rd</sup> Thursday of the month be a family centered topic to be relevant to families that are no longer breastfeeding or have an infant less than 12 months old.

For the fourth activity of this goal, CinnaMoms WNAs connected Black mothers to the Breastfeeding Peer Counselor Program. This was an ongoing activity for the duration of the project as we also take the time during our announcements to share and promote the Breastfeeding Peer Counselor Program. Our CinnaMoms Staff, including Breastfeeding Peer Counselors, also moderate a private Facebook Group for our CinnaMoms where additional resources are shared that are related breastfeeding, parenting, and maternal and infant health concerns.

### Successes and Challenges of CinnaMoms Support activities

By developing the specially designed text messages, CinnaMoms now has lexicon of re-usable text messages to keep within our targeted text blasts. CinnaMoms staff also now have our virtual support circle flyers available to all staff within our internal texting system TeleTask, so in between targeted texting blasts, any WIC staff person can share our flyers for our virtual support circle to families in real time.

### Goal 3: Community Support & Outreach

For this activity the grant team collaborated with the PHFE WIC Outreach team and community partners to increase outreach and referrals among the Black Community. Through this goal, CinnaMoms WNAs intended to find new areas to identify and reach Black families and share innovative ways to get families to enroll on WIC. CinnaMoms staff also collaborated with the outreach team and provide targeted outreach to Black families. CinnaMoms staff tracked the number of families who enrolled on the WIC application system. For this third goal, CinnaMoms Staff also collaborated with PHFE WIC Local Vendor Liaison (LVL) team to increase outreach WIC vendors in the Black community and focus on increasing redemption of WIC foods. CinnaMoms WNAs collaborated with WIC LVLs and shared participants' shopping experiences with the local grocery stores. CinnaMoms WNAs offered support in using the California WIC App to identify WIC allowable foods and improve shopping and check-out experiences to address barriers to redemption.

The Project Coordinator and Senior Health Equity Manager met with the Outreach team to develop a CinnaMoms + WIC Outreach Flyer, and created a text referral code "CMAApply" for interested families to text us for enrolling on to WIC. The next phase to this collaboration was to have our CinnaMoms WNAs conduct the actual outreach, however due to intensive training to become a certified WIC Nutrition Assistant, and schedule delays from staff getting COVID, we weren't able to have our CinnaMoms WNAs conduct Outreach until December 2021.

For the remainder of the grant period, our CinnaMoms WNAs continued to contact pre-established community partners in our CinnaMoms catchment areas by making phone calls and visiting the business in person from our PHFE Outreach Database. In May 2022, CinnaMoms conducted its first in person event for KJLH Women's Health Expo, at the Long Beach Convention Center. KJLH is a popular Black owned radio station in Los Angeles that many local residents tune in to daily. At this event, we had 254 booth visitors and enrolled 30 families into



WIC. In July 2022, the CinnaMoms team tabled at a Community Resource Fair at a YMCA in Mid-City Los Angeles and pre-enrolled a Breastfeeding Mother and Infant. In August 2022, the CinnaMoms team hosted a community resource fair at our Saint Andrews Place CinnaMoms site to celebrate Black Breastfeeding Week, and signed up 15 new CinnaMoms. CinnaMoms Outreach has continued through the end of our grant. CinnaMoms WNAs conduct weekly outreach in our CinnaMoms catchment area, distributing WIC and CinnaMoms flyers for eligible families.

### **Lessons Learned**

The Outreach activities we planned to accomplish aren't something that should be done part time within a full-time position. With this grant, our staff were only able to dedicate 8-16 hours per week on targeted outreach to the Black/African-American community. It is challenging for staff to support the certification experience in addition to going out and conducting outreach. Much more overtime is needed for that, and it's challenging to find coverage as many staff have young children. A full-time Community Outreach Specialist position is needed.

### **Longevity of Community Support & Outreach beyond end of grant:**

CinnaMoms staff are now able to track the number of families who enroll on the WIC application system as a result of this project. Development of CinnaMoms Outreach Materials (see Appendix) assist in this tracking. CinnaMoms staff have continued to collaborate with the PHFE Outreach department to assist with agency wide outreach, in addition to finding new areas to identify and reach Black families and share innovative ways to get families to enroll on WIC. CinnaMoms Project Specialists created an internal database of businesses in Los Angeles County to conduct Outreach in areas not previously on PHFE WIC's radar. With the development of the CinnaMoms Outreach Materials, CinnaMoms staff are able to distribute needed materials to the community in an effort to reach more WIC eligible Black/African American Families within LA County.

## **2.3 Project Budget and Expenses**

The total cost for implementing this project was \$475,703. The key components of this grant were Personnel/Staffing Costs, Supplies and incentives for evaluation efforts, travel, and software/IT support for staff. No unanticipated costs arose during the project implementation.

## **2.4 Project Transferability**

Key actions taken to document the progress of the implementation of the CinnaMoms project started with goals that were clearly written and an associated timeline to stay on track. Next, the development of a clear hiring framework helped ensure that staff hired for this position would be experienced and trusted by the target population. Our newly developed job description (see Appendix) clearly described the ideal candidate for the Project Specialist position. The timeline was closely monitored and scheduling for trainings, support circles, and evaluations were programmed well ahead of deadlines. The barriers included delays due to COVID-19, especially in regards to hiring and training staff on a set schedule. Hiring is key to accomplish the project goals. Keeping on track is easier when goals are clearly written out and a timeline is set in place.

## Section 3: Evaluation Design and Methods

### 3.1. Evaluation Design and Setting

This evaluation aims to provide the evidence base for the CinnaMoms model to be scaled and transferable to other WIC agencies to support successful certification of Black participants. A secondary aim is to build the Black workforce at WIC, which translates into increased support for Black participants accessing the WIC program and utilizing their benefits. The direct outcomes of these efforts were evaluated using data on enrollment and certification rates, program satisfaction, and utilization of benefits by Black families. As part of the evaluation, PHFE WIC hired 3 Black staff to determine its capacity to build the WIC workforce with more staff who could relate to the Black WIC participants.

Concurrently, WIC participant data was collected from three data sources for the evaluation design: 1) WIC administrative data to track WIC participant demographics, utilization of benefits, enrollments and certifications, 2) a longitudinal study of 150 Black WIC participants who completed four online surveys during the study period to evaluate program satisfaction, utilization of services and health outcomes and 3) a subgroup of the longitudinal sample in addition to participants who attended a CinnaMoms Support Circle shared their experiences in a focus group setting.

### 3.2. Data Sources and Measurement Tools

#### 3.2.1. Administrative data

The administrative data was the primary data source used to track participation and certification measures to inform every aspect of the RE-AIM components. WIC WISE is the administrative data system in California, and was used to capture sociodemographic and service delivery information from participants at each of their WIC visits. This data is then made available to local agencies through California's WIC Reporting, Analytics and Data system (WRAD) to allow for monitoring and trend comparisons of all PHFE WIC participants. For the purposes of this project, the administrative data is primarily used to capture changes in enrollments, participation, and caseload for all Black participants at PHFE WIC. These tracked measures are used to gauge the effectiveness of the CinnaMoms program by comparing pre- and post- study comparisons. The table below shows the measures identified in the RE-AIM evaluation plan to monitor the effects of CinnaMoms activities on these measures.

RE-AIM component	Measure	Data analysis plans/ methods
Adoption/Implementation	% of total contacts with all Black WIC staff	Descriptive statistics; pre/post analysis
Effectiveness	% who enroll during pregnancy (& by trimester) and enroll postpartum	Descriptive statistics; pre/post analysis
Effectiveness	Duration of participation of 1 year or longer	Descriptive statistics; pre/post analysis

Effectiveness	% who redeem at least 20% of their WIC food benefits each quarter	Descriptive statistics; pre/post analysis
Reach	Total number of Black participants, by category	Descriptive statistics; pre/post analysis
Reach	Number and percent of Black moms enrolled during study period	Descriptive statistics; pre/post analysis
Reach	% of total caseload that are Black	Descriptive statistics; pre/post analysis

### 3.2.2. Longitudinal study with online surveys

The first survey was administered in July 2021 and the subsequent surveys were launched in December 2021, April 2022 and July 2022. A total of 165 participants completed the first survey which became the longitudinal cohort who was eligible to complete the remaining 3 surveys. The survey completion numbers are as follows: 165 (Time 1 - July 2021), 127 (Time 2 - December 2021), 119 (Time 3 - April 2022), 104 (Time 4 - July 2022).

The surveys were programmed in Survey Monkey to allow families to complete them at their own convenience. At each time point, the included questions related to WIC service experiences, satisfaction, CinnaMoms awareness and experience, lived experiences with healthcare providers, birthing experience, infant feeding choices and experiences and socio-demographic information. The initial questionnaire helped identify mothers who were either pregnant or postpartum in an effort to tailor their upcoming surveys to their current WIC category and reduce the burden of a lengthy survey. Prenatal participants were not asked questions related to the birthing experience until their category changed to postpartum after they had given birth to their baby.

### 3.2.3. Focus groups

The final piece of the evaluation efforts were the focus groups conducted with a total of 22 Black and African American women over a course of 2, one hour sessions. Focus groups were conducted in a Zoom video conference on June 30<sup>th</sup>, 2022 and July 7<sup>th</sup> 2022. Participants received a \$25 gift card for their time. The study utilized two strategies of recruitment to get differing perspectives from participants:

- 1<sup>st</sup> focus group was conducted with GSCN to remove burden of families being contacted for 2 different studies. This sample was texted from our group of families that took our quarterly questionnaires. They received a text inviting them to our focus group.
- 2<sup>nd</sup> focus group was done with PHFE and were selected from participants that attended a CinnaMoms support circle. CinnaMoms staff made an announcement at the end of the support circle regarding holding a focus group, and those who wanted to participate stayed on longer for our questions.

### **3.3. Participants and Recruitment**

#### **3.3.1. Administrative data**

The sample population for the administrative data included all Black participants with an active certification on WIC starting in June 2022 through October 2022. There were no restrictions other than having an active certification and identifying as Black in the race and ethnicity questions collected during the enrollment period.

#### **3.3.2. Longitudinal study with online surveys**

For the survey sample, all Black participants certified on WIC in May 2021 and who received their WIC services from one of the six CinnaMoms participating WIC clinics were eligible for the random sampling. Other exclusions included the mother being at least 18 years of age, participant was pregnant or had an infant less than 6 months old, and participant had given permission to receive texts from WIC. A longitudinal sample of WIC-participating prenatal or postpartum women with an infant less than 6 months old were invited to complete a total of 4 surveys over the course of 1 year during the study period.

Currently, PHFE serves about 3000 Black women and infants less than 6 months of age at the 6 WIC sites that serve the majority of Black participants at PHFE WIC. A longitudinal cohort of WIC-participating prenatal or postpartum women with an infant less than 6 months old were invited to complete a total of 4 surveys over the course of 1 year during the study period. An invitation to participate in a survey to evaluate WIC services was sent via the TeleTask texting system to 25 families from each site. (The TeleTask system is utilized with all PHFE WIC participants who have opted in to receive texts from PHFE WIC and is an interactive texting portal secured behind a firewall. All texts are sent via computers connected to secure servers; no cell phones are used for texting.) Follow up texts were sent one week later to families who did not respond to the first text and, based on response rates, up to 25 additional families were invited to participate the following week. The goal was to have approximately 25 participants per site for a target of 150 total families. Participants received a \$20 gift card for each of the first 3 surveys completed and at time 4, participants received a \$30 gift card as an added incentive to complete the final survey.

#### **3.3.3. Focus groups**

The first recruitment strategy was to recruit from the longitudinal cohort of Black and African American women. This cohort included participants who completed all three out of four of the CinnaMoms surveys sent between July 2021 and May 2022 and had a recent WIC recertification date. After the sample was identified from the group of 165 survey participants, an invitation to participate in the focus group was sent via text. Priority was placed on those participants who had the most recent WIC certification date. The first 20 participants to respond to the text indicating they were interested in the focus group received a copy of the recruitment flyer in hopes of recruiting 10 participants from the longitudinal cohort. Those who responded to the flyers and state that they are available to attend the focus group received the Zoom link. The groups included 6 participants.

The second recruitment strategy was geared towards participants who attended the virtual CinnaMoms support circle events hosted by the PHFE WIC team. After the virtual support event, a flyer detailing the recruitment eligibility criteria was shared with attendees via a PowerPoint presentation. We invited a sample of 25 women who met the shared eligibility requirements to join the focus group directly after the virtual event. Out of the 25 participants invited, 16 joined the focus group.

The ground rules shared with participants during the zoom focus groups included a reminder that the session would be recorded. At the end of each of the focus groups, a demographic survey was made available to the attendees. Participants received a \$25 gift card after completing the focus group.

### **3.4. Evaluation Variables**

#### **3.4.1. Adoption**

- a. Hire CinnaMoms project coordinator and 3 Black WIC Nutrition Assistants (WNAs)

The project hired a CinnaMoms Project Coordinator (K'Lynn M) in April 2021. In June 2021, the project hired 3 CinnaMoms WNAs (Kyla H, Tia W & Reina B).

#### **3.4.2. Implementation**

- a. CinnaMoms WNA who complete the WIC certification process and racial and health equity modules

The newly hired CinnaMoms staff began training in July 2021. They have successfully completed the WIC Certification process and racial and health equity modules, and have been fully trained to conduct WIC and CinnaMoms services since September 2021.

- b. Total number of interactive texts received from PHFE WIC each month, and texts responded to.

This is the total number of blasts sent to participants from the culturally approved messages which were sent from June 2021 to Dec 2022.

- c. Hits to CinnaMoms.org website and social media:
  - i. Hits to CinnaMoms.org website include how many visitors come to our website. Visitors can be new or returning. Hits to the website also include how the visitor got to our website, whether from Google, phfewic.org, email marketing, or a direct website entry. Page visits are referenced to which section of the CinnaMoms website viewers looked at specifically. Pages include the cinnamoms.org landing page, homepage, events page, about us page, and CinnaBlog.
  - ii. Hits to CinnaMoms social media is for Instagram. This includes how many total followers CinnaMoms has, its increase in followers, and the age range of CinnaMoms followers. CinnaMoms social media also keeps track of “impressions” which are how many time a viewer looks at CinnaMoms content on Instagram. Impressions can be for looking at the CinnaMoms account, and how many viewers looked at a CinnaMoms Story.

### 3.4.3. Reach

- a. **Support Circle attendance:** Count of support circle attendees. This is collected from Support Circle attendance sheets.
- b. **Total number of Black participants by category:** Count of participants who reported being Black or African American during their enrollment. WIC categories are predetermined by the food packages including: Pregnant, Postpartum Women, Infant (less than 1 year old), and Child (1-4 years). This data is collected from administrative data.
- c. **Black or African American pregnancies enrolled:** the frequency and percentage from the total PHFE WIC pregnant enrollments who were Black or African American. This data is collected from administrative data.
- d. **Caseload for Black or African American WIC participants:** the percentage of the total PHFE WIC population who are Black or African American. This data is collected from administrative data.

### 3.4.4. Effectiveness

- a. **Pregnancy (by trimester) and postpartum enrollments:** the percentage of enrollments by trimester or postpartum period of Black or African American WIC participants.
- b. **Duration of participation of 1 year or longer:** the average duration, in years & months, of WIC participation for Black and African American WIC participants.
- c. **Redemption of WIC foods:** The percentage of Black or African American WIC families who redeem at least 20% of their WIC food benefits each quarter.
- d. **Assess the value of the CinnaMoms support and its impact on the WIC experience:** A longitudinal study was developed to gather more information on Black and African American families who are actively participating in WIC. The surveys were administered at four time points throughout the study. The data was compared across all four time points.
- e. **Participant satisfaction, experiences, supports and barriers to WIC participation:** Focus groups were developed for WIC participants to share their experiences during two separate focus groups towards the end of the study. The focus groups were transcribed and analyzed using thematic coding techniques.

## 3.5. Analysis Approach

There were different approaches to data analysis based on the three different data sources. Both quantitative and qualitative data analysis was conducted for this study. Administrative and survey data was analyzed using quantitative data techniques to determine frequencies and percentages. Data from the focus groups was analyzed using qualitative data techniques.

### 3.5.1. Administrative data

WIC administrative data was analyzed using the WIC Reporting, Analytics and Data (WRAD) system where all California WIC agencies can access their participants' demographic and participation data. WRAD is built within the Tableau data analytic software to more easily visualize reports. Frequencies and percentages for caseload by race & ethnicity, participation duration, certification, WIC category, and redemption were collected from WRAD.

### **3.5.2. Longitudinal study with online surveys**

Survey data was analyzed to determine frequencies and percentages to compare data across the 4 surveys collected from families. Data from the four surveys were compared across time points to look at patterns of percent changes. The data has not been analyzed at the individual level.

### **3.5.3. Focus groups**

Focus group transcriptions were coded and analyzed thematically. The codes grouped together m highlighting any key points made by participants about their overall experience with WIC and CinnaMoms.

## **Section 4: Project Findings**

### **4.1. Sample Characteristics**

The following sections show an overview of the data results for each of the RE-AIM items collected by our team. The charts and visuals for these results can be found in the Appendix.

#### **4.1.1. Administrative data**

Since the inception of this project, the population of Black or African American WIC participants has remained steady at 7.0% of the total PHFE WIC participating population. In June 2020, there were 13,010 Black or African American PHFE WIC participants actively participating in the program. As of June 2021 and June 2022, there were 12,418 and 12,452, respectively. Total caseload of PHFE WIC was 191,431 in June 2020, 181,905 in June 2021 and 182,822 in June 2022.

#### **4.1.2. Longitudinal Study**

The sample for the longitudinal study was narrowed down to Black or African American WIC participants who were either served at one of the six CinnaMoms sites or at 2 other WIC sites (North Pomona, San Pedro). An invitational text to participate in the survey was sent to 906 families and resulted in 165 families completing the first survey. Families were subsequently lost to follow-up in the preceding surveys because they were no longer participating, contact information was no longer valid and no updated information was available, or they decided to no longer participate in the survey. The survey completion numbers are as follows: 165 (Survey 1 - July 2021), 127 (Survey 2 - December 2021), 119 (Survey 3 - April 2022), 104 (Survey 4 - July 2022).

#### **4.1.3. Focus Groups**

The focus groups consisted of two groups 1) 25 participants selected from the longitudinal study sample of 165 families who had participated in all three surveys up to that point and 2) a convenience sample of families who participated in the July 2022 Virtual CinnaMoms Support Circle. The survey participants received a text to recruit them for a focus group held on June 30, 2022. The support circle participants were invited to stay on the zoom call to continue on the focus group. Both groups received an invitational flyer either through text or on the zoom call explaining the survey. Of the 25 survey participants invited, 6 joined the focus group. Of the 44 support circle participants, 16 joined the focus group. A total of 22 moms participated between both focus groups.

### **4.2. Adoption**

- a. Hire CinnaMoms project coordinator and 3 Black WIC Nutrition Assistants (WNAs).  
The project hired a CinnaMoms Project Coordinator (K'Lynn M) in April 2021. Parties responsible for this activity were the Senior Health Equity Manager, and Director of Research and Evaluation. The second activity of this goal was Hiring three Black CinnaMoms WNA's. In the work plan, project staff anticipated hiring to be completed in May 2021, and their training period ending in June 2021, but due to scheduling conflicts, and verifying eligibility for employment for our candidates. In June 2021, the project



hired 3 CinnaMoms WNAs (Kyla H, Tia W & Reina B). Parties Responsible were the CinnaMoms Project Coordinator and Senior Health Equity Manager.

#### 4.3. Implementation

- a. CinnaMoms WNA complete the WIC certification process and racial and health equity modules.

The newly hired CinnaMoms staff began training in July 2021, one month later than their anticipated start date. All three new hires successfully completed the WIC Certification process and racial and health equity modules, and have been fully trained to conduct WIC and CinnaMoms services since September 2021.

- b. Total number of interactive texts received from PHFE WIC each month, and texts responded to were not able to be retrieved due to the report settings of the TeleTask Messaging System.

- c. Visits to CinnaMoms.org website and social media:

January, February, March 2021:

Instagram:

- Total Followers: 1,861, an increase from the previous report by 29. Age Range: 48% ages 25-34, 36% ages 35-44
- From January 1 to March 31, 2021, we published 17 posts.
- Our reach from January 1st - March 31st: 5,575 accounts 5,954 impressions  
Instagram Stories: 84 in total, from January through March stories had 3,453 impressions and 3,388 reached accounts.

CinnaMoms.org Website:

- Number of sessions (traffic): Total: 944, New Visitor: 573; 60.7%, Returning Visitor: 371; 39.3%, Top Traffic Sources: Direct: 485, Google.com: 221, Phfewic.org: 50, Email Marketing: 39.
- Top 3 Blog Posts: #DearCinnaMoms: 29 views, Breastfeeding, Black History and Love: 25 views, Embracing our Mother Nature: 19 views. Landing pages: 1,533 total sessions. Top 3 pages: Homepage: 589 visits Events page: 332 visits, About Us: 178 visits

April, May, June 2021:

Instagram:

- Total Followers: 1,901, an increase from the previous report by 40. Age Range: 48% ages 25-34, 36% ages 35-44.
- From April 1 to June 30, 2021, we published 14 posts.
- Our reach from April 1 - June 30: 1,339 accounts 6,000 impressions. Instagram Stories: 72 stories were shared from April through June. Over 4,000 impressions and 1,400 reached accounts.

CinnaMoms.org Website:

- Number of sessions (traffic): Total: 964, New Visitor: 1,934; 82.9%, Returning Visitor: 399; 17.1%. Top Traffic Sources: Direct: 452, Google.com: 212, Phfewic.org: 36, Email Marketing: 47.
- Top 3 Blog Posts: #DearCinnaMoms March 4 & 18: 33 views, #DearCinnaMoms April 1 & 15th : 14 views, Embracing our Mother Nature: 13 views. Landing pages:

1,533 total sessions. Top 3 pages: Homepage: 579 visits, Events page: 301 visits, About Us: 198 visits

July, August, September 2021

Instagram:

- Total Followers: 1,978, an increase from the previous report by 77. Age Range: 48% ages 25-34, 36% ages 35-44.
- From July 1 to September 30, 2021, we published 14 posts. Our reach from July 1 - September 30: 6,415 accounts 3,692 impressions. Instagram Stories: 83 stories were shared from July through September with 4,094 impressions and 4,118 reached accounts.

CinnaMoms.org Website:

- Number of sessions (traffic): Total: 964, New Visitor: 1,934; 82.9%, Returning Visitor: 399; 17.1%. Top Traffic Sources: Google.com: 255, Direct: 239, Phfewic.org: 46, WICNet Page: 38.
- Top 3 Blog Posts: Embracing our Mother Nature: 24 views, Black Breastfeeding Week Aug 25th: 24 views, #DearCinnaMoms May 2021 : 1134 views. Page Views: 1,812 total sessions. Top 3 pages: Homepage: 718 visits, Events page: 221 visits, About Us: 207 visits

#### 4.4. Reach

- a. **Support Circle attendance:** During this study period, an average of 52 moms attended each of the CinnaMoms support groups. As part of the engaging the community, the Virtual CinnaMoms Summit, a large support circle, was held on 6/16/2022 with close to 150 families attending the event. CinnaMoms first ever *virtual* summit was filled with inspiring speakers, informative breakout rooms, and incredible moments. We kicked off the summit with a key note speaker and danced our way into breakout sessions led by the CinnaMoms team. Then, following some fun and games, 10 “Super CinnaMoms” received recognition from our team and Senator Sydney Kamlager for their dedication to the CinnaMoms community. All of the excitement, camaraderie, and support left attendees feeling Strong and Empowered!
- b. **Total number of Black participants by category:** Over the entire period of this grant from July 2020 through March 2023, an average of 13,000 Black or African American families were served monthly. In 2022, the average number of families served monthly was 12,800. These counts include mixed race individuals as long as they selected Black as one of their preferred race categories.
- c. **Black or African American pregnancies enrolled:** On average, there are 152 monthly enrollments of Black and African American moms during their pregnancy. This accounts for 6% of all prenatal PHFE WIC enrollments.
- d. **Caseload for Black or African American WIC participants:** The average percent caseload for our Black and African American population steadily held at 7% throughout the study period.

#### 4.5. Effectiveness

- a. **Pregnancy and Postpartum enrollments:** Throughout the grant period, an average of 40% of Black and African American women enrolled prenatally and 60% enrolled after their baby was born.

- b. **Duration of participation of 1 year or longer:** To calculate duration, all individuals with an active certification period that fell within July 2020 through March 2023 were included as long as they had 1 month or more of active participation during this period, regardless of their WIC Category. For all PHFE WIC participants with an active certification in the aforementioned period, the average duration on WIC was 1.31 years (1 year 4 months). For our Black or African American individuals with an active certification in the same period, the average duration on WIC was 1.2 years (1 year 2 months). When we focus specifically on the infant and children with an active certification, the average duration on WIC was 1.5 years (1 year 6 months) and 1.4 years (1 year 5 months) for all PHFE WIC participants and for Black and African American participants respectively. The majority of these families are still participating on WIC.
- c. **Redemption of WIC foods:** The average monthly WIC benefit food redemption for our Black and African American families has remained at an average of 48% throughout the study period. In comparison, the agency average monthly redemption is at 63% for all PHFE WIC participants. Unfortunately, a monthly average of 24% of all Black or African American families redeem none of their benefits. In comparison, a monthly average of 18% of all PHFE WIC families redeem none of their benefits.
- d. **Assess the value of the CinnaMoms support and its impact on the WIC experience:** The qualitative results from the focus groups and survey data indicate that participants are more satisfied with the WIC certification and CinnaMoms experience. Here a participant shares her CinnaMoms experience: “I just love the CinnaMoms group, and their support. Even when you having a bad day, you could get on, get a couple of laughs or anything. Its other mothers that's going through the same thing, so you don't have to feel like you ever alone in any part of the world. So I love it. I love CinnaMoms.” Overall from both focus groups, there was nothing but positive reflections on their participation with the CinnaMoms Staff, or when engaged in a CinnaMoms support circle.

When asked about their WIC Experience, common themes noted were that WIC Appointments overall went well! The appointments are straightforward, everything went fine, and the participants appreciated staff providing counseling at each stage of babies’ life. Some participants were also involved with the peer counselor program, and mentioned how their “Peer counselor helps me understand my benefits and supports with breastfeeding”

When it came to receiving WIC text messages, participants appreciated receiving reminders with their WIC card. For this project a component of the CinnaMoms support activities was for the CinnaMoms WNAs to refer eligible families to the Breastfeeding Peer Counselor Program. When asked about their most recent WIC appointment, many moms mentioned the support of either CinnaMoms Peer Counselors, or Lactation Consultants. Here a participant shares about her encounter with CinnaMoms Breastfeeding Peer Counselor Rhonda: “Well, I have Rhonda as my person that helps me with my WIC, and she's amazing. She be helping me understand, make sure I know my benefits that I got, make sure I'm breastfeeding, and I'm doing the right thing while I'm

breastfeeding. She's a wonderful lady. She be on point, she's straightforward. She makes sure I'm using my WIC card because I will forget". So when connected to the breastfeeding peer counselor program, not only do our CinnaMoms receive breastfeeding support, but are also encouraged to use their benefits.

When asked about their CinnaMoms Experience, common themes noted were that families looked forward to receiving notifications about our support circles, and if available would join and enjoyed themselves, one participant shared: "The times that I have attended CinnaMoms workshop, it was always informative. Very warm and welcoming type of setting. We were able to speak the language that most Black women speak. It felt like, comparing it to going to a cousin's house. Like, "Oh, I'm about to go to my cousin's house real quick."

CinnaMoms is a vital piece of the services offered within WIC, because of our CinnaMoms WNAs and Breastfeeding Peer Counselor, WIC participants have an easier time navigating through their own lived experiences. This theme is noted in this quote, which highlights how CinnaMoms staff are able to connect to our families and empower them to seek help for their concerns: "These spaces are important because we're already generalized when we go in to have our children, and there's not many people in there that look like us, so the concerns that we have, we don't often voice. When we have this group, and we have concerns, and we have specialists, and doctors, and people that look like us that we can ask these questions to, it gives us the confidence to ask it because they look like us. Because other women might be going through this and might be afraid to speak up to somebody, but in this group, somebody else is going through it and they hear what they should do."

This project also revealed that the CinnaMoms Model matters to Black women participating in WIC. Another participant shared the following: "My experience being a CinnaMom has been very excellent. I remember my first time joining, the group discussion was about after you've had your baby, the post-depression. It was so many resources and all the CinnaMoms being transparent, you didn't feel alone. It just made me feel like this is where I belong. There's was no judgment. I just personally want to thank you guys for that because that was a really dark time for me"

It was necessary for us to assess the value of the CinnaMoms experience because very seldom are social support groups deemed as necessary when it comes to the health and wellbeing of families. But when it comes to meeting the needs of the community, the answer lies within the community. The answers then become vocalized when convening happens, conversations flow, and a safe space is created to share what is needed by the individual without any fear of judgement or misunderstanding. Here a participant shares the value in why Black women meet together in settings such as a CinnaMoms support group: "I think, no matter what the socioeconomic background is, or any experiences that the sister may have experienced, just being able to be in the space with women that look

like you takes the edge off. As a people, we're collective, we're community and we grow better that way.”

The value of social support systems is often underestimated. However, after conducting these focus groups, it further solidified that continued funding and implementation of culturally specific social support groups within WIC settings are needed to meet the needs of the population being served.

e. **Participant satisfaction, experiences, supports and barriers to WIC participation:**

The participant survey resulted in a very positive affirmation of satisfaction with WIC services for Black and African American families at PHFE WIC. All participants reported high satisfaction and agreement (Very or somewhat satisfied; Strongly or somewhat agreed) with their WIC interactions, having more enjoyable experiences with CinnaMoms staff, and feeling comfortable and heard when participating in the CinnaMoms Support Circles. In comparing the Time 1 to the Time 4 survey, there was an increase in the percent of participants who responded they were “Very Satisfied” or “Strongly agreed” with each of these WIC and CinnaMoms satisfaction questions. In addition to satisfaction, CinnaMoms recognition also increased from 67% of participants stating they had heard about CinnaMoms at Time 1 to 98% by Time 4. By Time 4, there was also an increase in the total number of CinnaMoms Support Circles participants were attending by Time 4.

#### **4.6. Maintenance**

As a result of CinnaMoms receiving the WIC Special Project Innovation Grant, CinnaMoms has begun to initiate a systems change within the broader WIC setting by scaling and transferring the CinnaMoms model to reach Black nurturers and infants in the other high impact areas such as Bellflower, Norwalk, and South Pomona WIC Centers within PHFE. This has been achieved by allocating time for three new CinnaMoms Project Specialists who will expand the CinnaMoms village of support to at least new 150 Black prenatal and postpartum women (50 at each of the three sites) and increase their access to culturally congruent education, pregnancy support, and joyous births.

## **Section 5: Project Conclusions and Lessons Learned**

### **5.1. Conclusions and Next Steps**

In order to increase engagement, and certification of Black families within WIC, the program must be reintroduced as safe space for the most vulnerable members of growing Black families to thrive. By evaluating the CinnaMoms Model, we believe that this program is the direction WIC should go in terms of connecting with their Black families through culturally responsive care. The CinnaMoms Model is a culmination of specific hiring, training, support activities, and targeted outreach that can be used as a tool to create momentum for a WIC Systems change to move the needle on improving the certification rates and engagement of Black families participating in WIC. Implementing the CinnaMoms Model throughout PHFE will take a collective effort including all PHFE WIC Departments, Los Angeles County Health and Public Health Departments, and the California Department of Public Health to support certification and participation efforts to target WIC eligible Black/African American families living within PHFE WIC's service areas.

Components of the CinnaMoms model were developed within the goals of this project and have remained sustainable, as evidenced by PHFE WIC maintaining all staff hired for this project and drawing down local funding to hire more CinnaMoms staff. One component of CinnaMoms support activities that will slightly change is how we engage with families beyond the virtual setting, as PHFE plans to re-initiate providing CinnaMoms in-person support. Prior to the pandemic and offering virtual support circles, CinnaMoms held support circles in person at WIC Centers. To resume our offerings of in person support, PHFE plans to transform a segment of our Obama WIC Center to create a non-traditional WIC Center, where we can advance maternal health, provide blood pressure screenings, daily lactation support, cooking demonstrations, nurse partnerships, doula connections, and much more.

During the focus groups, CinnaMoms staff asked if families would join in person support circles, and one mom shared the following: "I most definitely look forward to having an in-person [support circle] because then, nobody can hide their face. Sometimes, when people hide their faces, they're going through stuff, and sometimes, in person, they might just need a hug. They might just need to see somebody tell them in person like, "You're going to be okay. You're doing a great job. Keep this up." I know COVID is going on, but in person stuff and hugs, and just being there physically for support works wonders."

As a result of completing the evaluation of the CinnaMoms Model, CinnaMoms is now an innovative, community led, evidenced-based program designed to improve the WIC certification experience, build the WIC Workforce, address challenges in support for reaching Black WIC families, and can be used to re-introduce the WIC program as a safe, welcoming, and inviting space. The CinnaMoms Model is sustainable and can make a systems wide change within the larger WIC setting. As a next step, PHFE WIC is initiating a program-wide change by developing the CinnaMoms Ambassador Program. The CinnaMoms Ambassador Program is an invitation for other WIC Agencies to offer CinnaMoms within their local communities. The CinnaMoms Ambassador program will help WIC Agencies that serve Black families but may not have staff or capacity to create a program themselves. CinnaMoms Staff will support these

Ambassador programs by providing access to the CinnaMoms Model and our developed materials, access to CinnaMoms website and social media platforms, WIC texting templates using cultural congruent messaging, virtual support circle collaborations, and technical assistance from the CinnaMoms team. The CinnaMoms Ambassador Program will launch in the summer of 2023, and is made possible with the goals set within this innovative grant. We may not be able to directly change all maternal health outcomes but we can continue to support families impacted by the Black infant and maternal mortality crisis, using the CinnaMoms Model.

## **5.2 Lessons Learned**

1. A lesson learned is that hiring and training new paraprofessional staff takes 9-12 months from the point of posting a job description (generally upon notification of funding) to having a fully independently working WNA. It is critical that future investments in WIC innovative strategies that require the hiring of new staff recognize that the first 9-12 months of a funding period will be devoted to hiring and training. Funding periods of *at least* 2.5 years are therefore likely to yield the greatest impact for newly hired and trained staff to engage in innovative strategies. While we hoped to document an increase in WIC participation among Black/African-American participants during the period of funding, an 18-month funding period is short for documenting significant shifts in rates of participation. We are pleased that participation rates of Black/African-American participants held steady during the grant period. Given the tremendous upsurge in participation during March-June 2020 in response to the COVID-19 pandemic, it is likely the strategies employed during this grant period enabled us to be successful in retaining participants from 2021-2022.
2. The second lesson learned was related to the targeted outreach. The outreach activities weren't easy to accomplish because with this grant our staff were only able to dedicate 8-16 hours per week on targeted outreach to the Black/African-American Community. It is challenging for staff to support the certification experience in addition to going out and conducting outreach. Much more overtime is needed for that, and it's challenging to find coverage as many staff have young children. A separate full-time CinnaMoms Community Outreach Specialist position should be created.
3. The third lesson learned was around the need to pair quantitative and qualitative data collection efforts in an evaluation of program impact. Quantitative data are important, but not sufficient when addressing systems change targeted at marginalized or unique groups. Caution is needed when evaluating administrative data because quantitative findings may not be aligned with qualitative finding. In a short grant period like this one (18 months), often the most is learned from qualitative data collection, while changes in quantitative outcomes take longer to document.

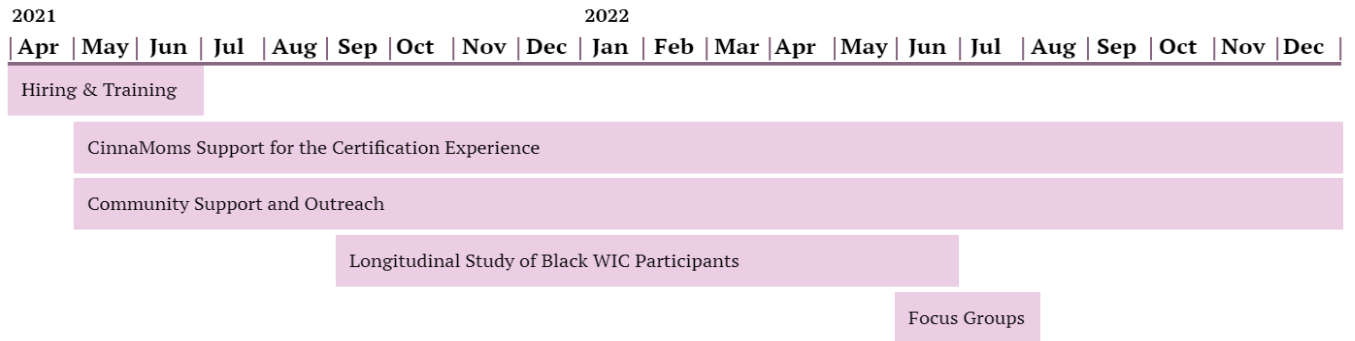
The top three best practices PHFE WIC staff utilized when implementing the strategies of this innovation grant were solid communication, collaboration, and team building. With respect to communication, the project staff met at least twice a month or more throughout the duration of the grant to stay on task with project progress and budget expenses. For collaboration, project staff collaborated with other departments within PHFE WIC to implement hiring and training. To

complete all project activities and systemize culturally competent text messages, outreach materials and support circles, team building and collaboration across departments was essential.



## Section 6: Appendices

### Project Timeline



# Families Grow Healthy with WIC!



The Women, Infants, and Children (WIC) Nutrition Program provides healthy foods, nutrition tips, breastfeeding support, health care referrals and community information.



## You may qualify if you:

- Are pregnant, breastfeeding, just had a baby; or
- Had a recent pregnancy loss; or
- Are a military or foster family; or
- Have a child or care for a child under age 5; and
- Have low-to-medium income; or
- Receive Medi-Cal, CalWORKS (TANF), or CalFresh (SNAP) benefits; and
- Live in California

Visit [www.phfewic.org](http://www.phfewic.org), text "CMAApply" to 91997, or call 1-888-942-2229 for more information.



## Learn About CinnaMoms

Visit [www.CinnaMoms.org](http://www.CinnaMoms.org) or text "CinnaMoms" to 91997 for more information.



Newly pregnant individuals, working families, including military and migrant families are encouraged to apply! WIC welcomes dads, grandparents, foster parents, and guardians who care for eligible children.



**PHFE WIC**  
(888) 942-2229 | Text: 91997 | [www.phfewic.org](http://www.phfewic.org)  
WIC services are by phone, online, and in person.  
*This institution is an equal opportunity provider.*  
Rev 11/22



## WHAT ARE THE BENEFITS OF BEING A CINNAMOM?

- Virtual Breastfeeding and Parenthood Support Circles
- Assistance in navigating the WIC enrollment and certification process
- Breastfeeding support
- Community resources
- Village of support
- Access to a private CinnaMoms Facebook group
- Gift cards, special prizes, and more!



## FOLLOW US ON SOCIAL MEDIA



@CINNAMOMS



@CINNAMOMS\_



## Referral Guide

## OUR MISSION

*To create a cultural space that promotes empowerment and self-transformation for Black/African American women.*

CinnaMoms provides a safe space to discuss life, health, self-care, and breast/chestfeeding for Black women and birthing people.

We offer a village of support and vital community resources to improve the health and birthing outcomes of our Black families.

We encourage CinnaDads, CinnaGrands, CinnaBabies, and CinnaKids to join all of our events.

To join the CinnaMoms Village, visit our website [www.Cinnamoms.org/events](http://www.Cinnamoms.org/events) to RSVP for one of our upcoming support circles!



## WHO WE SERVE

CinnaMoms is a sisterhood and parenthood brand of PHFE WIC.

CinnaMoms staff provide individualized support to:

- Pregnant, Breast/Chestfeeding, Postpartum, and Black families with children under the age of 5
- Locations:
  - Virtual
  - Across LA, OC, and San Bernardino Counties

## HOW TO REFER FAMILIES

Email us at [cinnamoms@phfewic.org](mailto:cinnamoms@phfewic.org)

Families can:

- RSVP to participate in a CinnaMoms Support Circle
- Join our virtual support circles on Zoom
- Visit [cinnamoms.org](http://cinnamoms.org) to subscribe to our newsletter and CinnaBlog

Interested in joining? Text "CinnaMoms" to 91997 and get connected to the village!

WIC eligible? Text "CMAApply" to 91997 to apply for WIC.

FAMILIES DO NOT HAVE TO RECEIVE WIC TO ATTEND, BUT WE WILL GLADLY HELP THOSE ELIGIBLE TO ENROLL IN THE WIC PROGRAM AS WELL.



## Data Tables and Charts

### Support circle topics, CinnaMoms events and attendance

Support Circle	Date	Attendance
CinnaMoms house Party + New Year Celebration	1/6/2022	84
CinnaMoms and Wazobia Dance	1/20/2022	121
Love Languages and Breastfeeding	2/3/2022	71
Story time with LA County Library	2/17/2022	125
Let it Flow: Breastfeeding Edition	3/3/2022	62
Poetry Flow: Healing through writing	3/17/2022	80
Breastfeeding Beyond 6 Months	4/7/2022	51
Birthing Basics	4/21/2022	100
Self-Care and Breast Care	5/19/2022	97
KJLH women's Health Expo	5/21/2022	254
CinnaMoms Summit	6/16/2022	145
Summer Snacks and Sips	7/1/2022	98
Breastfeeding Q & A	7/15/2022	44
CinnaMoms Community Resource Fair	8/21/2022	15
The 4th Trimester	9/2/2022	27
Unintended Messages	9/16/2022	5
Speak on It	10/7/2022	20
Mindfulness & Self Care	10/21/2022	26
Breastfeeding During the Holidays: It takes a Village!	11/4/2022	11

Total number of Black participants by category: Over the entire period of this grant from July 2020 through March 2023, an average of 12,600 Black or African American families were served monthly. In 2022, the average number of families served monthly was 12,484. These individuals' counts include mixed race individuals as long as they selected Black as one of their preferred race categories.

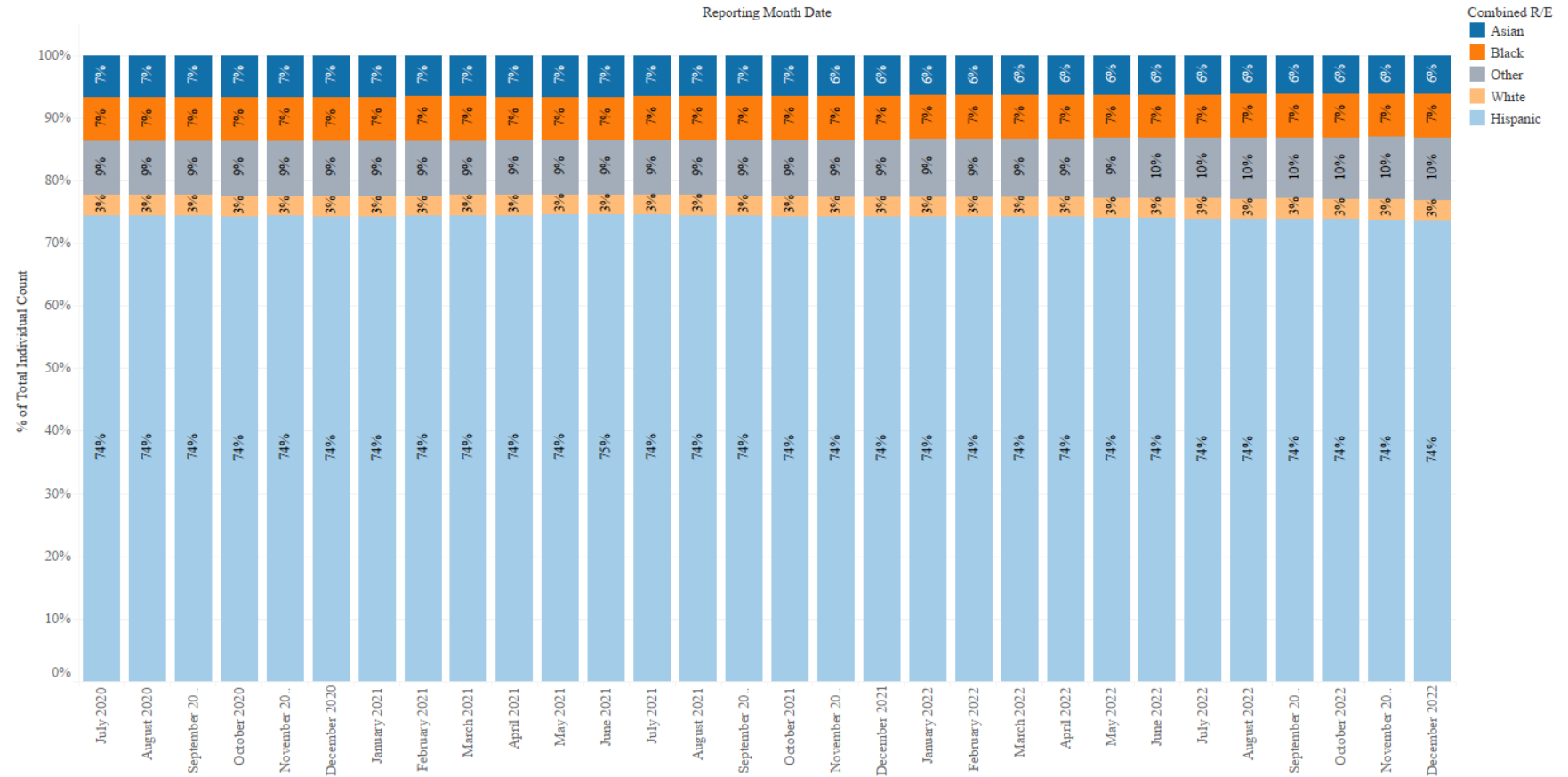
Race & Ethnicity	Black/ African American	Asian	White	Other	Hispanic	Total	% Black/ African American
Jul-20	13,184	12,331	6,232	15,639	138,142	185,528	7.1%
Aug-20	13,215	12,382	6,194	15,666	137,875	185,332	7.1%
Sep-20	13,174	12,381	6,185	15,665	137,713	185,118	7.1%
Oct-20	13,092	12,271	6,105	15,750	136,846	184,064	7.1%
Nov-20	12,857	12,141	6,009	15,677	135,689	182,373	7.0%
Dec-20	13,003	12,192	6,066	15,781	136,346	183,388	7.1%
Jan-21	13,003	12,233	6,094	15,849	136,312	183,491	7.1%
Feb-21	12,951	12,166	6,056	15,810	136,572	183,555	7.1%
Mar-21	12,993	12,177	6,058	15,834	136,967	184,029	7.1%
Apr-21	12,667	12,048	5,900	15,582	135,185	181,382	7.0%
May-21	12,443	11,932	5,784	15,308	133,446	178,913	7.0%
Jun-21	12,418	11,928	5,805	15,373	133,960	179,484	6.9%
Jul-21	12,467	11,907	5,797	15,547	134,191	179,909	6.9%
Aug-21	12,515	11,928	5,775	15,846	134,953	181,017	6.9%
Sep-21	12,681	11,869	5,786	16,042	135,192	181,570	7.0%
Oct-21	12,776	11,848	5,773	16,194	135,231	181,822	7.0%
Nov-21	12,748	11,762	5,786	16,242	134,537	181,075	7.0%
Dec-21	12,629	11,675	5,750	16,220	133,721	179,995	7.0%
Jan-22	12,657	11,599	5,742	16,389	134,199	180,586	7.0%
Feb-22	12,507	11,524	5,724	16,401	133,529	179,685	7.0%
Mar-22	12,605	11,574	5,783	16,762	134,731	181,455	6.9%
Apr-22	12,554	11,506	5,682	16,801	134,235	180,778	6.9%
May-22	12,498	11,485	5,708	16,967	134,080	180,738	6.9%
Jun-22	12,456	11,439	5,723	17,071	133,752	180,441	6.9%
Jul-22	12,468	11,334	5,717	17,247	133,274	180,040	6.9%
Aug-22	12,494	11,334	5,761	17,420	133,497	180,506	6.9%
Sep-22	12,403	11,287	5,746	17,496	133,576	180,508	6.9%
Oct-22	12,449	11,292	5,829	17,605	133,613	180,788	6.9%
Nov-22	12,363	11,265	5,811	17,796	132,972	180,207	6.9%
Dec-22	12,359	11,259	5,812	17,906	132,341	179,677	6.9%

Black or African American pregnancies enrolled: On average, there are 154 monthly enrollments of Black and African American moms during their pregnancy. This accounts for 6% of all prenatal PHFE WIC enrollments.

Race & Ethnicity	Black/ African American	Asian	Hispanic	Other	White	Total	% Black/ African American
July 2020	232	210	2270	311	127	3150	7%
August 2020	152	160	1598	218	73	2201	7%
September 2020	152	150	1773	196	97	2368	6%
October 2020	149	144	1572	196	73	2134	7%
November 2020	121	122	1327	201	57	1828	7%
December 2020	186	178	1707	229	105	2405	8%
January 2021	166	156	1806	236	109	2473	7%
February 2021	156	125	1784	272	97	2434	6%
March 2021	197	169	1920	271	96	2653	7%
April 2021	136	135	1593	221	81	2166	6%
May 2021	130	129	1477	204	82	2022	6%
June 2021	163	154	1948	261	101	2627	6%
July 2021	164	164	1834	332	85	2579	6%
August 2021	191	142	1723	324	94	2474	8%
September 2021	150	143	1609	277	78	2257	7%
October 2021	149	130	1524	263	68	2134	7%
November 2021	118	119	1475	262	102	2076	6%
December 2021	136	113	1489	265	80	2083	7%
January 2022	157	133	1854	311	101	2556	6%
February 2022	148	131	1706	286	72	2343	6%
March 2022	172	127	1991	436	99	2825	6%
April 2022	181	163	1954	366	89	2753	7%
May 2022	152	138	1635	311	104	2340	6%
June 2022	150	136	1757	358	90	2491	6%
July 2022	158	135	1657	368	102	2420	7%
August 2022	140	130	1792	341	94	2497	6%
September 2022	146	167	1738	302	87	2440	6%
October 2022	156	155	1620	326	106	2363	7%
November 2022	109	135	1295	318	78	1935	6%
December 2022	134	131	1409	316	67	2057	7%

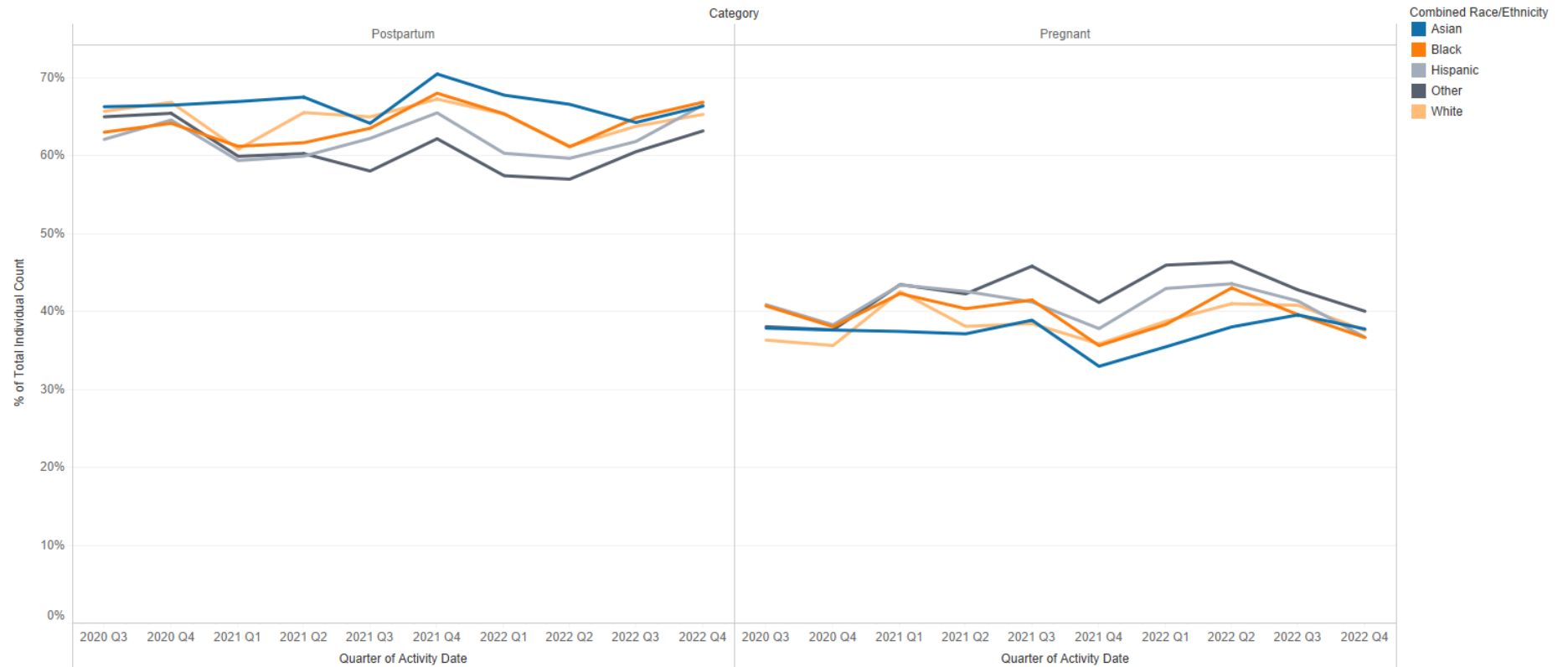
Caseload for Black or African American WIC participants: the average percent caseload for our Black and African American population steadily held at 7% throughout the study period.

Individual counts by combined race/ethnicity for July 2020 to December 2022 - Participating



Pregnancy and Postpartum enrollments: Throughout the grant period, an average of 40% of Black and African American women enrolled prenatally and 60% enrolled after their baby was born.

Basic summary of enrollments





Participant satisfaction, experiences, supports and barriers to WIC participation:

	<b>T1 (n=165)</b>	<b>T2 (n=127)</b>	<b>T3 (n=119)</b>	<b>T4 (n=104)</b>	<b>Description</b>
<b>14. How satisfied are you with your interactions with WIC?</b>					
Very satisfied	132(80%)	104 (82%)	-	87 (84%)	Satisfaction with WIC remained above 80% at each time point asked
Somewhat satisfied	33(20%)	23 (18%)	-	15 (14%)	
Not very satisfied	0	0	-	1 (1%)	
Not at all satisfied	0	0	-	1 (1%)	
<b>19. Did you know that PHFE WIC has a program called CinnaMoms to support Black and African American women and their families?</b>					
Yes	110 (67%)	109 (86%)	111 (93%)	102 (98%)	Higher percent of participants responding to the survey had heard about CM
No	55 (33%)	18 (14%)	8 (7%)	2 (2%)	
<b>(Time 1 &amp; 2) About how many times have you attended a CinnaMoms Support Circle, either in-person or virtually? (Time 3 &amp; 4) Since Jan 1st 2022, how many virtual CinnaMoms Support Circles have you attended?</b>					
1	24 (28%)	30 (29%)	24 (23%)	24 (24%)	
2	11 (13%)	12 (12%)	23 (22%)	20 (20%)	number of respondents reporting attending at least 2 support circles increased by T4
3	13 (15%)	6 (6%)	10 (9%)	12 (12%)	

4+	11 (12%)	13 (12%)	7 (6%)	18 (18%)	number of respondents reporting attending 4 or more support circles increased by T4
Never	28 (32%)	43 (41%)	43 (40%)	25 (25%)	Decreased the number of those who have never attended a support circle
<b>CinnaMoms Experiences: Please tell us if you agree or disagree with the following:</b>					
<b>I feel comfortable and included during CinnaMoms Support Circles</b>					
Strongly agree	51 (64%)	43 (66%)	52 (77%)	54 (70%)	Participants felt more comfortable with CM support circles by T4
Somewhat agree	10 (12%)	11 (17%)	9 (13%)	15 (20%)	
Neither agree nor disagree	19 (24%)	10 (15%)	5 (8%)	7 (9%)	
Somewhat disagree	0	1 (1%)	1 (2%)	1 (1%)	
Strongly disagree	0	1 (1%)	0	0	
<b>I am satisfied with the CinnaMoms content and topics are relevant to me as a Black mother</b>					
Strongly agree	51 (63%)	45 (68%)	49 (74%)	60 (77%)	Participants felt more satisfied with CM contents and topics by T4
Somewhat agree	11 (14%)	9 (14%)	13 (20%)	10 (13%)	
Neither agree nor disagree	18 (23%)	11 (17%)	4 (6%)	7 (9%)	
Somewhat disagree	0	0	0	1 (1%)	

Strongly disagree	0	1 (1%)	0	0	
<b>I am satisfied with the community resources offered at the CinnaMoms Support Circles</b>					
Strongly agree	54 (68%)	47 (71%)	53 (79%)	59 (77%)	Participants felt more satisfied with the offered CM resources by T4
Somewhat agree	8 (10%)	6 (9%)	11 (16%)	10 (13%)	
Neither agree nor disagree	17 (21%)	13 (20%)	3 (5%)	8 (10%)	
Somewhat disagree	1 (1%)	0	0	0	
Strongly disagree	0	0	0	0	
<b>26. Please indicate whether you agree or disagree with the following statements:</b>					
<b>I have a more enjoyable WIC appointment when my counseling is done by CinnaMoms staff</b>					
Strongly agree	47 (58%)	43 (65%)	43 (63%)	50 (70%)	More participants reported enjoyable WIC visit due to CM staff by T4
Somewhat agree	13 (16%)	10 (15%)	6 (9%)	8 (11%)	
Neither agree nor disagree	2 (2%)	11 (17%)	17 (25%)	13 (18%)	
Somewhat disagree	16 (24%)	0	1 (1.5%)	0	
Strongly disagree	0	2 (3%)	1 (1.5%)	1 (1%)	
<b>I feel that CinnaMoms meets the needs of Black women and their families</b>					

Strongly agree	50 (62%)	48 (73%)	53 (79%)	53 (73%)	More participants reported CM meets their needs by T4
Somewhat agree	18 (22%)	11 (17%)	9 (13%)	12 (17%)	
Neither agree nor disagree	13 (16%)	7 (10%)	5 (8%)	7 (10%)	
Somewhat disagree	0	0	0	0	
Strongly disagree	0	0	0	0	
<b>54. In the period between giving birth and filling out this survey, how much do you agree or disagree with the following statements: (Asked for first time Postpartum survey only)</b> <b>These questions were only asked of moms who were answering the postpartum version of the survey for the first time.</b>					
I can turn to WIC Staff for practical support.					
Strongly agree	71 (62%)	23 (68%)	1 (50%)	6 (75%)	
Somewhat agree	26 (23%)	5 (15%)	1 (50%)	2 (25%)	
Neither agree nor disagree	11 (10%)	5 (15%)	0	0	
Somewhat disagree	4 (3%)	1 (2%)	0	0	
Strongly disagree	2 (2%)	0	0	0	
<b>I can rely on WIC Staff to provide emotional support.</b>					
Strongly agree	59 (52%)	19 (58%)	0	3 (38%)	
Somewhat agree	23 (20%)	9 (27%)	1 (50%)	3 (38%)	

Neither agree nor disagree	25 (22%)	5 (15%)	1 (50%)	2 (24%)	
Somewhat disagree	6 (5%)	0	0	0	
Strongly disagree	1 (1%)	0	0	0	
<b>I received support or encouraged from WIC staff on my infant feeding options</b>					
Strongly agree	79 (69%)	24 (70%)	1 (50%)	7 (88%)	
Somewhat agree	18 (16%)	6 (18%)	1 (50%)	1 (12%)	
Neither agree nor disagree	14 (12%)	3 (9%)	0	0	
Somewhat disagree	2 (2%)	2 (3%)	0	0	
Strongly disagree	1 (1%)	0	0	0	

## WIC Special Project Innovation Grant (WSPI): Focus Group Guide

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**Introduction:** Introduce study team by name first then .....

Thank you so much for agreeing to participate in our study and for making the time to come and meet with us today. Over the next 45 minutes we will be asking you some questions to help us better understand your perspective and thoughts about the services you receive at your WIC office, including positives, negatives, and opportunities for improving services for this WIC program in the future. Please answer the questions honestly and to the best of your ability, and please know that there are no right or wrong answers. Everything that we discuss here is confidential, and it is important that we do not share what we discuss here with anyone outside this room. We will use first names only.

We will be taking notes and recording this session so that we catch all your important thoughts and suggestions but your name will not be revealed to anyone other than research team members who transcribe the audiotapes. When we report our findings, no names will be used and the report will be written in such a way that no one in the group can be identified. Your decision to participate today will NOT affect your WIC benefits in any way.

We would appreciate your full participation so that we can hear different views and ideas. Please do not be shy about sharing your ideas and thoughts no matter how different they may be from anyone else's. Any questions or concerns before we begin?

### A. WIC Participation

First, I'm going to ask some questions about you and your experience with the WIC program.

1. Let's start with how long or how many times you have been a part of the WIC program?
2. Which members of your family have participated or currently participate in WIC?

### B. WIC appointment and CinnaMoms support for the certification experience

Now, I am going to ask you your thoughts about the process and steps you take during the appointment where you applied for WIC benefits (in-person or virtually). Think back to the appointment when WIC asked you to provide information about your income, address, and identification?

1. What did you do at that appointment?
2. Was it your first time applying for WIC benefits or were you reapplying for WIC benefits? (Probe: What did you like and not like about it?)
3. What could your WIC office do to make applying for WIC easier?
4. What requirements of the WIC program do you think could be changed to better support Black women and families accessing WIC?
5. What factors do you think assist with supporting the enrollment of Black women and families in WIC?

6. What changes to the WIC program during the pandemic impacted your engagement with the WIC program?
7. What keeps you and your family engaged in WIC services?
8. Is there anything else we should know about your experience with applying for WIC benefits?

Let's talk about redeeming your WIC benefits, the WIC app, and your WIC shopping experience.

1. When do you know your WIC benefits have loaded for the month?
  - (Probe: Do text reminders about redeeming your benefits help?)
2. How often do you use or shop with your WIC benefits?
3. Are there times that you do not buy all of your WIC foods?
  - (Probe: Can you share why not? What happened? Tell me more.)
4. Can you walk me through your grocery shopping experience for buying your WIC foods?
5. Tell me about your experience using the CA WIC app?
6. What is your dream/ideal WIC food package?
  - (Probe: Are there specific foods in the current package that you and your children particularly like.)
  - (Probe: What foods would the ideal food package include? )
    - i. Note: Share reminder about the foods available in each package (if needed)

#### C. Hiring & training of staff from the community

Next, we will discuss your interaction with WIC and CinnaMoms staff.

- a. Can you describe your interaction with WIC staff? CinnaMoms staff?
- b. Did you receive text messages about CinnaMoms?
- c. **[IF YES:]** How was your experience with receiving the CinnaMoms text messages?
  - a. What did you like most about the CinnaMoms text messages? What did you like the least?
  - b. Do you feel like the text messages were designed with you and your family in mind?
  - c. **[IF NO:]** If you received text messages in the future from CinnaMoms, would that be helpful? Why or why not?

#### D. CinnaMoms community support

Now the next few questions are about the bi-monthly CinnaMoms Support Circles.

1. Were you aware of the CinnaMoms support circles?
  - a. **[IF YES:]** Did you participate in CinnaMoms support circles?
    - i. [If the participant is aware & participated:]
      1. How was your experience with the support circles?
      2. What did you like most about the CinnaMoms support circles? What did you like the least?

3. What are some things that you think you should add to the support circles? Eliminated from the support circles?
4. Do you plan on attending more support circles in the future? Why or why not?
5. Do you think other Black moms would find the support circles useful?
6. How did the support circle impact your participation in WIC?
- ii. [If the participant is aware, but has not participated:]
  1. Why didn't you participate?
  2. What could be changed to make you want to participate?
- b. [IF NO:]** If you could participate in CinnaMoms support circles in the future, would that be helpful? Why or why not?

E. The CinnaMoms effect

1. How do you feel CinnaMoms has influenced your ongoing participation in WIC
  - a. Do you think your CinnaMoms experience makes you more likely to stay on WIC for a longer period?
2. If you could describe CinnaMoms in one word, what you would say?

F. Closing

1. What else do you want to share?
2. What do you wish we would have asked you about?

I see that we are approaching the end time of our time together. I just want to say thank you so much for taking the time to participate in this focus group. If you think of any other suggestions you would like to tell us, please call or email us [provide email address and phone number].

These questions will be collected from participants in an online survey

### SECTION 3. WIC PARTICIPANT specific questions

Thank you so much for sharing information about your WIC experience. Now I have a few quick questions about you and your background.

a. Which best describes your race or ethnicity? Tell me which ones apply to you.

- ☐ Black or African American
- ☐ American Indian or Alaskan Native
- ☐ Asian or Asian American
- ☐ Hispanic or Latino
- ☐ Middle Eastern or North African
- ☐ Native Hawaiian or Pacific Islander
- ☐ White or European American
- ☐ Another race or ethnicity not listed: \_\_\_\_\_
- ☐ Prefer not to answer



b. What is your age? \_\_\_\_\_ (or prefer not to answer)

c. What is your gender?

☐ Male

☐ Female

☐ Other: \_\_\_\_\_

☐ Prefer not to answer

d. What is the highest level of education you have completed and received credit for?

☐ No formal education

☐ Elementary or middle school

☐ Some high school, but no diploma at this time

☐ High school diploma or equivalent (e.g., G.E.D.)

☐ Currently in college, but no degree at this time

☐ Some college in the past, but no degree at this time (and not in college now)

☐ Associates degree (e.g., junior or community college), trade school, or professional certification

☐ Bachelor's degree or similar from a 4-year college or university

☐ Medical, law, or graduate school

☐ Other: \_\_\_\_\_

☐ Prefer not to answer

e. Have you or other members of your household participated in any of the following programs currently or in the past 2 years? Tell me which ones apply to you.

☐ CalFresh/SNAP/EBT

☐ Unemployment Benefits

☐ Disability Benefits

☐ Medi-Cal

☐ Free/reduced lunch or breakfast for your kids (National School Lunch Program)

☐ Temporary Assistance for Needy Families

☐ Free summer meals

☐ Head start

☐ None

☐ Prefer not to answer

f. Counting yourself, how many adults aged 18 years old or older live in your household? \_\_\_\_ (or prefer not to answer)

g. How many children less than 5 years old live with you in your household? \_\_\_\_\_ (or prefer not to answer)

h. How many children aged at least 5 years old and less than 18 years old live with you in your household? \_\_\_\_\_ (or prefer not to answer)

## Teletask Text Framework

Date of First Blast & Time	TT Message (256 characters)
Dec. 30 @12pm	Hey CinnaMoms Family, Happy New Year! If you thought last year was amazing, 2022 will be even better! Join the celebration on January 6th @ 10:30am. Follow us on social media to learn more. <a href="https://www.instagram.com/cinnamoms">https://www.instagram.com/cinnamoms</a>
January 13th @ 12pm	"Hey CinnaMoms Family! Want to spice up 2022 with some dancing? Move and groove with other families on Jan 20th @ 2:30pm. Follow us on social media to learn more. <a href="https://www.instagram.com/cinnamoms">https://www.instagram.com/cinnamoms</a> /"
January 27th @ 12pm	Hey CinnaMoms! Valentine's day is around the corner and love is in the air. We're discussing Love Languages and sharing breastfeeding tips on Feb 3rd @ 10:30am. Follow us on social media to learn more. <a href="https://www.instagram.com/cinnamoms">https://www.instagram.com/cinnamoms</a> /
February 10th @ 12pm	Hey CinnaMoms Family! Join us as we partner with LA County Library. Bring your kids for Storytime on Feb 17th @2:30pm. We will have games and raffles that you don't want to miss. Follow us on social media to learn more. <a href="https://www.instagram.com/cinnamoms">https://www.instagram.com/cinnamoms</a> /
February 24th @ 12pm	Hey CinnaMoms! Have you reached a bump in the road with your breastfeeding journey? Want all your breastfeeding questions answered? Join us on March 3rd @ 10:30am. Follow us on social media to learn more. <a href="https://www.instagram.com/cinnamoms">https://www.instagram.com/cinnamoms</a> /
March 10th @ 12pm	Hey CinnaMoms Family! You could be a poet and not even know it. Come find out March 17th at 2:30pm! Channel your inner creativity as we enjoy a poetry writing session. Follow us on social media to learn more. <a href="https://www.instagram.com/cinnamoms">https://www.instagram.com/cinnamoms</a> /
March 17th 4:30pm	Thank you for attending our CinnaMoms support circle. Continue the conversation by joining our new CinnaMoms Facebook group: <a href="https://www.facebook.com/groups/613018836621490/">https://www.facebook.com/groups/613018836621490/</a>
March 30th @12pm	"Hey CinnaMoms! Hesitant about breastfeeding beyond 6 months? Join us April 7th at 10:30am as we bust myths and give you the facts about breastfeeding your older infant. Follow us on social media to learn more. <a href="https://www.instagram.com/cinnamoms">https://www.instagram.com/cinnamoms</a> /
April 14th @ 12pm	Hey CinnaMoms! Curious about what to expect during the birthing process? Come learn about all things giving birth & planning for that special day on April 21st at 10:30am. Follow us on social media to learn more. <a href="https://www.instagram.com/cinnamoms">https://www.instagram.com/cinnamoms</a> /
May 5th @ 12pm	Hi CinnaMoms Family! Join our new Facebook group. CinnaMoms and families can connect in this safe space. Discuss hot topics like breastfeeding, self-care, and much more. <a href="https://bit.ly/3LTa3Tz">https://bit.ly/3LTa3Tz</a>
May 12th @ 12pm	Hi CinnaMoms! Sometimes you deserve to be put first. That's why May 19th @ 2:30pm, our support circle is all about YOU! Let's talk adding self-care & breast care to your routine. Follow us on Instagram to learn more. <a href="https://www.instagram.com/cinnamoms">https://www.instagram.com/cinnamoms</a> /

May 19th @ 4:30pm	Thank you for attending our CinnaMoms support circle! We hope you will join us for our next event - CinnaMoms Virtual Summit - coming June 16th. Follow us on social media to learn more <a href="https://www.instagram.com/cinnamoms_/">https://www.instagram.com/cinnamoms_/</a>
June 9th @12pm	Hi CinnaMoms! Our annual summit is back – virtually! Join us June 16th @ 10am for speakers, breakout rooms, raffles, and more. You don't want to miss our biggest event of the year! Follow us on Instagram to learn more <a href="https://www.instagram.com/cinnamoms_/">https://www.instagram.com/cinnamoms_/</a>
"June 9th @12pm	Welcome to WIC! Looking for a community of Black families? Join CinnaMoms! Attend virtual support circles to talk, laugh, learn, & connect with moms like YOU. See what we're about on June 16th. Follow us to learn more <a href="https://www.instagram.com/cinnamoms_/">https://www.instagram.com/cinnamoms_/</a>
June 30th @12pm	Hi CinnaMoms! Looking for some healthy, sweet summer treats? We've got you! Join us for a live cooking demo July 7th @ 2:30pm to get ideas for summer snacks and sips you & your kids will love. Follow us to learn more: <a href="https://www.instagram.com/cinnamoms_/">https://www.instagram.com/cinnamoms_/</a>
July 14th @ 12pm	Hi CinnaMoms! Let's talk breastfeeding. From latching and pumping to weaning and starting solids, our Lactation Consultants are answering all your breastfeeding questions. July 21st @ 2:30pm. Follow us to learn more: <a href="https://www.instagram.com/cinnamoms_/">https://www.instagram.com/cinnamoms_/</a>
"August 11th @ 12pm	Welcome to WIC! Looking for a community of Black families? Join CinnaMoms! Attend virtual support circles to talk, laugh, learn, & connect with moms like YOU. Follow us on Instagram to learn more: <a href="https://www.instagram.com/cinnamoms_/">https://www.instagram.com/cinnamoms_/</a>
"August 18th @ 12pm	Hi CinnaMoms! In need of breastfeeding assistance? Look no further! Our lactation consultant, Wanda, is here to help you on your breastfeeding journey. Get your questions answered during our Facebook Live on August 25th @ 2:30pm. <a href="https://fb.me/e/2QklPMYys">https://fb.me/e/2QklPMYys</a>
August 23rd @ 12pm	Hi CinnaMoms! You asked, we listened. We're having an in-person event! Visit our community health fair Aug 30th. Mingle with CinnaMoms & gather helpful resources. We'll have prizes & activities for the whole family. RSVP: <a href="https://www.cinnamoms.org/events">https://www.cinnamoms.org/events</a>
August 25th @ 12pm	Hi CinnaMoms! Have you ever heard of the 4th Trimester? Come join the conversation on what to expect after delivery, and share your story September 1st @ 10:30am. Follow us to learn more: <a href="https://www.instagram.com/cinnamoms_/">https://www.instagram.com/cinnamoms_/</a>
September 8th @ 12pm	Hi CinnaMoms! Need some space to talk about your parenting journey? Licensed Marriage and Family Therapist LeHenry is here to help! Join this encouraging group discussion on the unintended messages we may relay to our children while parenting. September 15th @10:30am. Follow us on Instagram to learn more: <a href="https://www.instagram.com/cinnamoms_/">https://www.instagram.com/cinnamoms_/</a>
September 29th @ 12pm	Hi CinnaMoms! We are here to support you! Lets get together and talk about motherhood and being Black women. Come join our CinnaTeam for a open discussion addressing different topics ranging from breastfeeding, parenting, nutrition and etc. October 6 @ 10:30 am. Follow us on Instagram to learn more: <a href="https://www.instagram.com/cinnamoms_/">https://www.instagram.com/cinnamoms_/</a>

October 13th @ 12pm	Hi CinnaMoms! Self-care is the best care, especially when it comes to our mental health. Come join us October 20th @ 2:30pm to pause, destress, and take care of yourself! Follow us to learn more: <a href="https://www.instagram.com/cinnamoms/">https://www.instagram.com/cinnamoms/</a>
October 27th @ 12pm	Seasons Greetings CinnaMoms! The Holidays are here, and we're ready to bring on the cheer! Come join us @ 10:30am as Lydia O Boyd, IBCLC discusses breastfeeding during the holidays and how your village can support you. Follow us to learn more: <a href="https://www.instagram.com/cinnamoms/">https://www.instagram.com/cinnamoms/</a>
November 23rd @ 12pm	Seasons Greetings CinnaMoms! We're counting down to the New Year, and discussing how you can transform your resolutions into, #GOALS! Come join us December 1st @ 10:30am where we'll talk setting realistic goals for the New Year with CinnaMoms Dietitian K'Lynn and Peer Counselor Rhonda. Follow us to learn more: <a href="https://www.instagram.com/cinnamoms/">https://www.instagram.com/cinnamoms/</a>
Jan. 6 @ 2:00pm	"Hey CinnaFamily! Join us at 10:30am as we celebrate, connect, and dance our way into the new year. We are raffling off gift cards for you and your family. Here is the Zoom link: <a href="https://us06web.zoom.us/j/87521660112">https://us06web.zoom.us/j/87521660112</a>
January 20th @ 2:00pm	"Hey! Join us at 2:30pm as we dance our way into the new year with Wazobia Dance. You don't want to miss this instructor led dance party! We are raffling off gift cards for you and your family. Here is the Zoom link: <a href="https://us06web.zoom.us/j/93606572268">https://us06web.zoom.us/j/93606572268</a>
February 3rd @ 10:00am	"Hey CinnaMoms! Join us at 10:30am as we discuss love and breastfeeding stories. We are raffling off gift cards for you and your family. Here is the Zoom link: <a href="https://us06web.zoom.us/j/87521660112">https://us06web.zoom.us/j/87521660112</a> Can't make it? Visit <a href="http://www.CinnaMoms.org">www.CinnaMoms.org</a> for future events."
February 17th @ 2:00pm	"Hey CinnaMoms Family! Join our virtual storytime at 2:30pm. Our friendly librarian will read a loud and share some fun tips. We will have games and gift cards that you don't want to miss. Here is the Zoom link: <a href="https://us06web.zoom.us/j/93606572268">https://us06web.zoom.us/j/93606572268</a>
March 3rd @ 10:00am	"Hey CinnaMoms! Want your breastfeeding questions answered? Join us to chat about your breastfeeding concerns, play games. Don't miss the gift card raffle! Zoom link: <a href="https://us06web.zoom.us/j/87521660112">https://us06web.zoom.us/j/87521660112</a> Can't make it? Visit <a href="http://www.CinnaMoms.org">www.CinnaMoms.org</a> for future events."
March 17th @ 2:00pm	Hey CinnaMoms Family! Tap into your creative side with us at 2:30pm. We will be enjoying a poetry writing session led by a poet laureate. Zoom link: <a href="https://us06web.zoom.us/j/93606572268">https://us06web.zoom.us/j/93606572268</a> Can't make it? Visit <a href="http://www.CinnaMoms.org">www.CinnaMoms.org</a> for future events.
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April 7th @ 10am	Hi CinnaMoms! Unsure about breastfeeding an older infant? Let us ease your mind & answer your questions about breastfeeding past 6 months. Today, 10:30am. Zoom: <a href="https://us06web.zoom.us/j/87521660112">https://us06web.zoom.us/j/87521660112</a> Can't make it? Visit <a href="http://www.CinnaMoms.org">www.CinnaMoms.org</a> for future events.
April 21st @ 10am	Hi CinnaMoms! Join us today at 10:30am to share birth stories and learn how to advocate for yourself and your children during doctor visits. Zoom: <a href="https://us06web.zoom.us/j/93606572268">https://us06web.zoom.us/j/93606572268</a> Can't make it? Visit <a href="http://www.CinnaMoms.org">www.CinnaMoms.org</a> for future events.

May 19th @ 2pm	Hi CinnaMoms! Self-care is the best care. Join us at 2:30pm for breakout rooms and games, to talk about how you can practice self-care and breast care. Zoom: <a href="https://us06web.zoom.us/j/93606572268">https://us06web.zoom.us/j/93606572268</a> Can't make it? Visit <a href="http://www.CinnaMoms.org">www.CinnaMoms.org</a> for future events.
May 20th @ 10am	Hi CinnaMoms! Meet the CinnaTeam live & in person tomorrow, May 21st. We'll be in Long Beach at the KJLH Women's Health Expo from 9:30am-4pm with can't-miss raffles & prizes. Register: <a href="https://kjlhradio.com/event/kjlh-womens-health-expo/">https://kjlhradio.com/event/kjlh-womens-health-expo/</a> See you there!
June 16th @ 9am	Hi CinnaMoms! Join our Virtual Summit @ 10am. Inspiring speakers, informative breakout rooms and incredible gifts will have you feeling Strong & Empowered! Zoom: <a href="https://us06web.zoom.us/j/89567084155">https://us06web.zoom.us/j/89567084155</a> Can't make it? Visit <a href="http://www.CinnaMoms.org">www.CinnaMoms.org</a> for future events
July 7th @2pm	Hi CinnaMoms! Today at 2:30pm, join our live cooking demo with an extraordinary chef. We'll be whipping up some delicious and nutritious snacks for summer. Zoom: <a href="https://us06web.zoom.us/j/87521660112">https://us06web.zoom.us/j/87521660112</a> Can't make it? Visit <a href="http://www.CinnaMoms.org">www.CinnaMoms.org</a> for future events
July 21st @ 2pm	Hi CinnaMoms! Breastfeeding can be challenging, but we're here to help. Join our Breastfeeding Q&A @ 2:30pm. Get answers to all of your burning questions! Zoom: <a href="https://us06web.zoom.us/j/93606572268">https://us06web.zoom.us/j/93606572268</a> Can't make it? Visit <a href="http://www.CinnaMoms.org">www.CinnaMoms.org</a> for future events.
"August 11th @ 12pm	Hi CinnaMoms! Our support circles are on a summer siesta, but the sisterhood never stops. If you haven't already, join our private Facebook group & if you love CinnaMoms, tell a friend. <a href="https://www.facebook.com/groups/613018836621490/">https://www.facebook.com/groups/613018836621490/</a> See you in September!
"August 25th @ 2pm	Hi CinnaMoms! We're kicking off Black Breastfeeding Week with our first Facebook Live! Join CinnaMoms lactation consultant Wanda today @ 2:30pm. She'll be going over breastfeeding FAQs and answering all your questions. Event link: <a href="https://fb.me/e/2QklPMYys">https://fb.me/e/2QklPMYys</a>
August 30th @ 9am	Hi CinnaMoms! Today's the day. Come to 1836 W Imperial Hwy, Los Angeles, CA 90047 from 10am-2pm for our community health fair! Meet other CinnaMoms, get resources, collect prizes, & take part in the family fun. More info: <a href="https://www.phfewic.org/Cinna-8-30">https://www.phfewic.org/Cinna-8-30</a>
September 1st @ 10am	Hi CinnaMoms! Whether you recently gave birth or had your CinnaBaby 5+ years ago, postpartum is for life! Join our conversation about the 4th trimester and connect with other families at 10:30am. Zoom: <a href="https://us06web.zoom.us/j/87681390976">https://us06web.zoom.us/j/87681390976</a>
September 15th @ 10am	Hi CinnaMoms! Parenting isn't always easy, but we do the best with what we know. Licensed Marriage and Family Therapist LeHenry is here to provide some insight on the unintended messages that are relayed to our kids in an engaging group discussion @ 10:30am. Zoom: <a href="https://us06web.zoom.us/j/87681390976">https://us06web.zoom.us/j/87681390976</a>
October 6th @ 9:15am	Hi CinnaMoms! This morning we're having an open discussion about Black Motherhood and what that means to you. The floor is yours, and we want you to Speak on It!!! See you @ 10:30am. zoom: <a href="https://us06web.zoom.us/j/87681390976">https://us06web.zoom.us/j/87681390976</a>

October 20th @ 2pm	Hey CinnaMoms! Feeling stressed and in need of a mental break? This afternoon @ 2:30pm we're sharing the space to practice mindfulness and selfcare. Hope to see you there! Zoom: <a href="https://us06web.zoom.us/j/87681390976">https://us06web.zoom.us/j/87681390976</a>
November 3rd @ 10am	Happy Holidays CinnaMoms! This morning we're talking Breastfeeding During the Holidays: it takes a Village. The fabulous Lydia O Boyd, IBCLC will guide this disussion and answer your burning questions. See you @ 10:30am. Zoom: <a href="https://us06web.zoom.us/j/87681390976">https://us06web.zoom.us/j/87681390976</a>
December 1st @ 9:15am	Happy Holidays CinnaMoms! Come celebrate with us as we look back on this past year, and look forward into 2023. We'll be discussing how you can turn your resolutions into, #GOALS today at 10:30am. This is our last support circle for the year, you don't want to miss it! Zoom: <a href="https://us06web.zoom.us/j/87681390976">https://us06web.zoom.us/j/87681390976</a>