



## Memorandum

---

---

#09-151

**TO:** Regional Medical Directors for  
Health Service Regions 4/5, 6 & 5 South, 9/10 and 11  
WIC Local Agency Directors

**FROM:** Linda Brumble, Unit Manager  
Nutrition Education/Clinic Services Unit  
Nutrition Services Section

**DATE:** October 28, 2009

**SUBJECT:** American Store Brand Formula Coupon Offers

---

---

It has come to our attention at the State Office that the America's store brand formula representatives have been contacting local agency WIC Directors offering free coupons for formula. The company wants to provide these coupons to the local clinics to hand out to mothers at their WIC appointments.

If you receive any of these solicitations, politely refuse the offer. This practice not only violates the terms of our formula rebate contract, but it also puts WIC staff in a position of marketing for the firm which is a direct violation of the World Health Organization International Code of Marketing Breast-milk Substitutes.

If you have any questions or require additional information, please contact, Sandra Brown, Clinical Nutrition Specialist, Nutrition Education/Clinic Services Unit, at (512) 341-4576, or [sandra.brown@dshs.state.tx.us](mailto:sandra.brown@dshs.state.tx.us) or Cathy Plyler, Clinical Nutrition Specialist, Nutrition Education/Clinic Services Unit, at (512) 341-4577 or [cathy.plyler@dshs.state.tx.us](mailto:cathy.plyler@dshs.state.tx.us).

If you have specific questions about the World Health Organization International Code of Marketing Breast-milk Substitutes, please contact Tracy Erickson, WIC Breastfeeding Coordinator, Nutrition Education/Clinic Services Unit, at (512) 341-4521, or [tracy.erickson@dshs.state.tx.us](mailto:tracy.erickson@dshs.state.tx.us).