

Memorandum

#11-157

TO: WIC Regional Directors
WIC Local Agency Directors

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

DATE: December 23, 2011

SUBJECT: New Breast Feeding Lesson and Evaluation Period Announcement

This memo announces a newly revised breastfeeding lesson now available and indicates evaluation periods for 2 breastfeeding lessons. Please share this information with your nutrition education coordinators, breastfeeding coordinators, peer counselors and any additional staff members involved in the breastfeeding education. Electronic versions of the lessons can be found on the DSHS website:

<http://www.dshs.state.tx.us/wichd/nut/lesson-nut.shtm>.

CCNE: Benefits of Breastfeeding (games) /Los Beneficios de la Lactancia Materna (juegos) (BF-000-38)

This lesson offers fun options for facilitating a group discussion about the benefits of breastfeeding by playing games. Facilitators can choose to play one of two games, Bingo or Rummy, both covering the same content. As an added bonus, these games could also be played in conjunction with World Breastfeeding Month celebrations or other health fair activities. A limited quantity of lesson plans with game pieces will be available for Local Agencies to order along with the World Breastfeeding Month announcement in Spring 2012.



The *Client New Lesson Evaluation* survey period for this lesson will be through March 31, 2012.

CCNE: Breastfeeding and Returning to Work (BF-000-37)

As a follow up to a previous announcement (**Memo #11-105**), the *Client New Lesson Evaluation* survey period for this lesson will be through March 31, 2012.

#11-157, New Breastfeeding Lesson and Evaluation Period Announcement
December 23, 2011
Page 2

Once the evaluation period for these new classes has ended or you have collected 30 surveys, there is no need to send back any more surveys. The *Staff New Lesson Evaluation Survey* is also available online at: <http://www.surveymonkey.com/s/CSBZ28K>.

These evaluations are very important for the State Agency to continuously improve our lessons. For more information on collecting *Client New Lesson Evaluations* or *Staff New Lesson Evaluations*, please refer to **Memo #11-142**.

If you have questions or require additional information, please contact Cristina García, Breastfeeding Promotion Nutritionist, at (512) 341-4583 or cristina.garcia@dshs.state.tx.us or Lindsey Randall, Breastfeeding Promotion Nutritionist, at (512) 341-4594 or lindsey.randall@dshs.state.tx.us.