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**# 13-038**

**TO:** WIC Local Agency Directors

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

**DATE:** April 4, 2013

**SUBJECT:** Texas WIC 2013 World Breastfeeding Month Theme, Breastfeeding Support:  
Close to Mothers

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Every year Texas WIC celebrates World Breastfeeding Month (WBM) with activities and celebrations surrounding the promotion and support of breastfeeding moms. This year, Texas WIC celebrates World Breastfeeding Month (WBM) with the theme, *Breastfeeding Support: Close to Mothers*.

For most families, adjusting to life with a newborn takes time, a little help, and lots of encouragement. Moms will always turn to those closest to them for support, suggestions, and answers to their many questions. Peer counselors help families navigate through the many experiences they encounter on their breastfeeding journey. Join us as we celebrate World Breastfeeding Month by highlighting the compassionate work of breastfeeding peer counselors.

### **Suggested Activities:**

Consider a new spin on your WBM celebrations by planning an event for your WIC staff. Create fun games to review important breastfeeding topics such as:

- Breastfeeding Policy/Procedure trivia game – Using your own playing cards, have your staff team up to answer trivia questions in the same format as your favorite game show.
- Breast pump assembly races/relays – The first one to correctly assemble all of the pump parts WINS! Make it a relay by having staff team up, giving them only a few seconds to find their parts, and making them switch.
- Breastfeeding word scramble/word search.
- Find that (breastfeeding) app! – Challenge your staff to use their smartphones to be the first to find breastfeeding resources (consider adding them to your local Client Referral Handout).
- Name that breastfeeding provider! – Create a game that helps WIC staff become more familiar with local breastfeeding supporters (Example: When you call out “Mom’s Hospital,” the first person to name their lactation consultant or two breastfeeding supportive doctors from that hospital/community clinic, WINS!).
- Take the challenge – Create a challenge for your staff by rewarding the clinic or team with the greatest increase in breastfeeding rates, the best contact/resource to add to the Breastfeeding Client Referral Handout, etc.

- Build support in your community - Invite community workers who also serve WIC clients to attend your local agency peer counselor trainings. This may include home visitation nurses, community health workers, promotoras, child care staff, and Healthy Start and Early Head Start program staff.
- Visit the DSHS WBM 2013 website for more Suggested Activities.

### **Suggested Materials:**

Raise awareness of the importance of breastfeeding peer counselors in your clinic and community; try some of these suggested activities:

- Share WIC Peer Counselors: The Support You Need to Successfully Breastfeed (Stock #13-06-13182 and #13-06-13182A) with your WIC clients during counseling sessions to inform them of the service.
- Give clients a Breastfeeding Peer Counselor Business Card (Stock #13-06-13179) with your contact information so they can call you if they have questions about breastfeeding.
- Take WIC Breastfeeding Peer Counselors: The Support Your Patients Need for Breastfeeding Success (Stock #13-06-13180) to your local hospitals to inform labor and delivery and postpartum staff of the service.
- Bring Breastfeeding: The Best Medicine You Can Prescribe flyers/posters (Stock #13-06-13183) to the health-care providers who serve the majority of your WIC participants and ask them to refer their breastfeeding patients to WIC for support.
- Use Become a WIC Peer Counselor (Stock #13-06-13181 and #13-06-13181A) to recruit WIC participants who are passionate about breastfeeding to become trained peer counselors. Be sure to recruit peer counselors who reflect the race and ethnicity of your WIC clients.

The WBM theme, *Breastfeeding Support: Close to Mothers*, will not be printed on any materials. Rather, it will serve as a guide for WBM celebrations and clinic activities. If you have any questions or require additional information, please contact Cristina García, Breastfeeding Promotion Nutritionist, at (512) 341-4583 or [cristina.garcia@dshs.state.tx.us](mailto:cristina.garcia@dshs.state.tx.us).