

Memorandum

#13-048

TO: WIC Local Agency Directors

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

DATE: May 13, 2013

SUBJECT: Breastfeeding Materials Update 2013

A library of updated breastfeeding materials are available now and include: educational pamphlets, breastfeeding promotion/support resources, hospital resources, and more. These materials address breastfeeding topics from pregnancy to nursing the older infant.

New Materials:

World Breastfeeding Month (WBM) – Staff Training – Stock #E13-06-14075



Consider a new spin on your WBM celebrations by planning an event for your WIC staff. Create fun games to review important breastfeeding topics. Visit the WBM website at <http://www.dshs.state.tx.us/wichd/bf/2013WBM.aspx> to download suggested activities, worksheets, and answer key.

Available for download only.

Keeping Mommies Healthy Coloring Sheets – Stock #E13-06-14022



Support healthy habits with these coloring sheets that can be used to entertain big brothers and sisters who accompany their moms to WIC classes, during counseling sessions, health fairs, or as a take-home activity. These 4-page bilingual coloring sheets emphasize the basics for a healthy lifestyle.

Available for download only.

Breastfeeding Logo Coloring Sheets – Stock #E13-06-14021



These breastfeeding promotion coloring sheets can be used to entertain big brothers and sisters who accompany their moms to WIC classes, during counseling sessions, health fairs, or as a take-home activity. Bilingual.

Available for download only.

Breastfeeding: A True Superpower Bulletin Board Lesson Laminated Elements – Stock #13-06-14019



Build a breastfeeding bulletin board lesson as described in PB-000-09 using these laminated elements along with *Breastfeeding: A true Superpower* poster (Stock no. 13-06-13923). This lesson highlights the unique properties of breastmilk that cannot be found in formula. Each local agency will receive one set per clinic. A small inventory of bulletin board laminated elements will be available in the WIC catalog while supplies last. The lesson plan is available to download from the WIC website.

Revised Materials:

Breastfeeding and Family Planning Fact Sheet – stock #13-101



Breastfeeding and Family Planning (Stock no# 13-101 and 13-101a) brochure has been revised to include the new bilingual facts sheet. Please deplete your current stock before using the new *Breastfeeding and Family Planning* publication.

Breastfeeding Facts Sheet – Stock #13-162



This one-page handout describes all of the benefits of breastfeeding for baby, mom, family, and the world! This handout may be particularly useful as a discussion tool in a participant-led class or to start a breastfeeding dialogue in a counseling session.

Dad's Role in Supporting Breastfeeding – Stock#13-133



This flier gives dads tips on how they can support Mom with breastfeeding their newborn infant. It has been revised to include information about all of our Texas lactation centers and diaper count information.

Pumping in Progress (Door Hangers) – Stock # 13-69 and 13-69a



Support moms in their efforts to pump their breastmilk by offering these door hangers. It includes helpful tips to all moms from making preparations during pregnancy to taking a moment to relax while pumping. This multi-purpose door hanger is a useful resource for breastfeeding moms.

These door hangers have been revised to include the contact information of all three Lactation Support Centers (Mom's Place, Lactation Care Center, and the Lactation Foundation). Please deplete your current stock before ordering the new version.

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Unless otherwise indicated, please visit the online WIC Catalog for publication description, downloads, and ordering information at <http://www.dshs.state.tx.us/wichd/WICCatalog/contents.shtm>. If you have any questions or require further information, please contact Cristina García, Breastfeeding Promotion Nutritionist, at 512-341-4583 or cristina.garcia@dshs.state.tx.us or Tracy Erickson, Breastfeeding Coordinator, at 512-341-4521 or tracy.erickson@dshs.state.tx.us.