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**#13-108**

**TO:** WIC Regional Directors  
WIC Local Agency Directors

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

**DATE:** December 18, 2013

**SUBJECT:** New CDC Breastfeeding Guide Recently Released

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The CDC recently released a new resource entitled, *Strategies to Prevent Obesity and Other Chronic Diseases: The CDC Guide to Strategies to Support Breastfeeding Mothers and Babies*. Currently, one copy of the guide is being mailed to all local agency Breastfeeding Coordinators.

The *Guide* is for public health professionals, decision-makers, and partners who create, implement, and improve strategies to support breastfeeding. It is an update to the 2005 CDC *Guide to Breastfeeding Interventions*. The *Guide* contains strategies, evidence, program examples, and resources to help build and sustain efforts to support mothers and babies in breastfeeding and features our own Texas Peer Dad Program, Every Ounce Counts Campaign, and Texas Mother-Friendly Worksite Program.

The *Guide* synthesizes key information on the strategies that most effectively address the barriers that keep mothers from meeting their personal breastfeeding goals. Readers are likely to find opportunities to implement strategies that cross multiple areas and settings, and to forge new or stronger strategic partnerships to more effectively leverage resources as strategies are implemented.

As a reminder, to support WIC staff in achieving their personal breastfeeding goals, all local agencies are required to become Texas Mother-Friendly Worksite designated by December 31, 2014.

If you would like to order additional printed copies, please visit the CDC-Info Publications web site at <http://www.cdc.gov/pubs/dnpao.aspx>. There you can download an electronic version at <http://www.cdc.gov/breastfeeding/resources/guide.htm>.

If you have questions about the *Guide*, please contact Tracy Erickson, WIC Breastfeeding Coordinator, at [tracy.erickson@dshs.state.tx.us](mailto:tracy.erickson@dshs.state.tx.us) or 512-341-4521.