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**#15-068**

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

**FROM:** Amanda Hovis, Director  
Nutrition Education/Clinic Services Unit  
Nutrition Services Section

**DATE:** May 22, 2015

**SUBJECT:** Materials and training for staff on TexasWIC.org website re-launch

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The TexasWIC.org website is being revised and is anticipated to re-launch in late June 2015. The website contains information and resources for WIC clients and partners. The URL ([www.TexasWIC.org](http://www.TexasWIC.org)) will not change and users will automatically be redirected to the new site once the new site is live.

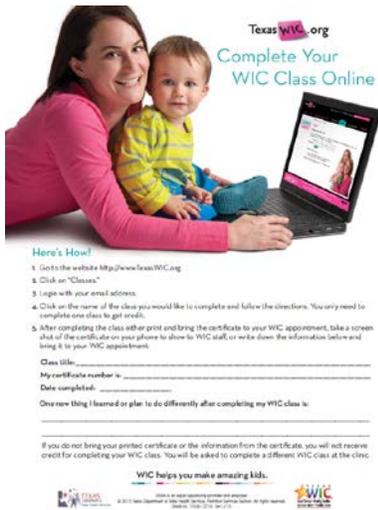
### **TexasWIC.org Poster & Fliers for Clinics**

In preparation for the re-launch, the TexasWIC.org poster and flier for clinics have been updated to reflect the new look and feel of the website.

- 1) The bilingual "TexasWIC.org poster" (stock #13-06-12217) has been revised. Two posters per clinic have been mailed to each local agency and more will be available via the WIC catalog.



- 2) The bilingual instructional flier titled "Complete your WIC class online" (stock #13-06-12216) has been revised. This flier guides clients through the steps of completing a web class. A starter batch of 50 fliers per clinic has been mailed to clinics, and more can be ordered through the WIC catalog.



## TexasWIC.org Training for Staff

A short training providing an overview of the TexasWIC.org website has also been recorded and can be viewed at the following link. It is approximately 23 minutes in length, and a transcript of the training can be downloaded at the end. Please share with your staff.

<https://txwictraining.adobeconnect.com/p8upssogo5c/>

## Highlights of the TexasWIC.org Revision

Enhancements to the TexasWIC.org website will include:

- Revisions to all 18 existing web classes for clients plus 2 additional new web classes:
  - o *A Guide for New Dads* (WL-000-24) – This web class provides helpful information for new fathers.
  - o *Thinking About You and a Healthy Pregnancy too* (WL-000-25) – This web class provides information on women’s health and pregnancy, including the message to wait 39 weeks to deliver.
- 40 revised recipes using WIC foods, with better search capability.
- New feature enabling clients to sign up to receive monthly email newsletters on child health and nutrition. The newsletters are for parents of children age 1-5 and are personalized to the age of the child.
- Updated information for clients about WIC services & eligibility, including updated “Find a Clinic” and “Find a Store” pages.
- Updated information about WIC food packages and shopping for WIC foods, including downloadable shopping guides.
- Updated pages on pregnancy, breastfeeding, infant & child nutrition, and women’s health, including downloadable WIC brochures on these topics.
- Updated section for health partners including breastfeeding resources, a more user-friendly formulary, medical request forms for healthcare partners, and the ability to register online for on-site DSHS breastfeeding trainings.
- New section for vendors including the ability for vendors to register online for on-site vendor trainings.

Please stay tuned for additional information regarding the re-launch of the website.

If you have any questions or require additional information, please contact Erica Harris, Nutrition Education Consultant, Nutrition Education/Clinic Services Unit, at (512) 341-4588 or

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