



Memorandum

#09-147

TO: Regional Medical Directors for
Health Service Regions 4/5, 6 & 5 South, 9/10 and 11
WIC Local Agency Directors

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

DATE: October 23, 2009

SUBJECT: Breast Pad Ordering Opportunity

Based on the positive feedback the State Agency (SA) has received regarding the nursing pads, we are going to start offering nursing pads on a *quarterly* (4 times a year) basis for local agencies to order as needed.

On October 15, 2009, local agency WIC Directors should have received an email announcing the breast pad ordering opportunity. If you did not receive an email or your local agency has not placed an order for breast pads this quarter, you have until **Friday, October 30th, 2009**, to do so. Please use the following link and instructions to place your local agency's first quarterly order: http://www.surveymonkey.com/s.aspx?sm=XcAiB3uPMvcynFCQZccl6g_3d_3d.

Local agencies should:

1. Place only one order per local agency.
2. Order only a three-month supply at a time.
3. Place orders by the case.

Each case of nursing pads contains 100 packages, and each package contains 6 individual nursing pads. If your agency places an order for nursing pads, the minimum order of nursing pads is 1 case (1 case = 100 packages of 6 nursing pads each).

The State Agency encourages local agencies to distribute 1 package of 6 nursing pads to any breastfeeding WIC participant that expresses a need, either independently or when asked (for example, leaking). Therefore, 1 case of nursing pads should serve 100 breastfeeding participants.

Participants do not need to be exclusively breastfeeding or breastfeeding for any set amount of time before receiving these nursing pads. However, the nursing pads are not to be indiscriminately distributed via prenatal “goodie” bags or as “freebies” at outreach events. Nor should they be given to non-breastfeeding participants (for example, to pregnant participants). Local agencies do not need to create a specific log to track the distribution of these nursing pads to their participants.

The current estimated time of delivery for this shipment is late December 2009/early January 2010. Remember, you will have an opportunity to order nursing pads each quarter.

If you have any questions or require additional information, please contact Lindsey Randall, Nutrition Education Consultant, Nutrition Education/Clinic Services Unit, at (512) 341-4594 or lindsey.randall@dshs.state.tx.us, or Tracy Erickson, WIC Breastfeeding Coordinator, Nutrition Education/Clinic Services Unit, at (512) 341-4521 or tracy.erickson@dshs.state.tx.us, or Cristina García, Nutrition Education Consultant, Nutrition Education/Clinic Services Unit, at (512) 341-4583 or cristina.garcia@dshs.state.tx.us.