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#10-027

**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:** March 12, 2010

**SUBJECT:** *Texas Child Feeding Study Reports*

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This memo contains information about the *2006 Texas Child Feeding Study Reports*.

The purpose of the *Texas Child Feeding Study* was to understand the context in which parents feed their preschool-age children and to inform WIC's nutrition education programs. The University of Texas at Austin Nutrition Education Team and State WIC developed a survey with input from the Texas Association of Local WIC Directors. The survey included questions on child food intake, food preparation, shopping for food, food security, parental self-efficacy, feeding practices and beliefs, and nutrition knowledge. It was field tested and piloted with WIC clients.

Between September and October 2006, trained interviewers conducted 721 telephone interviews with Texas households with at least one child between the ages. Respondents were grouped into the following categories:

- WIC households (n=241);
- low-income, non-WIC households (n=274);
- middle to high-income households (n=203).

Key data from the study was distilled into ten reports. The series of ten reports provides background and results from the survey and answers the questions:

- 1) What are kids in Texas eating and drinking?
- 2) What do parents think about when it comes to feeding their kids?
- 3) How is WIC involvement related to children's food intake and to parents' knowledge, attitudes and behaviors?

These one page reports have been available for some time on the Texas WIC website at:

<http://www.dshs.state.tx.us/wichd/nut/riskreport-nut.shtm>.

In the next 2 weeks each local agency will receive a bound copy of all ten reports. Use these reports to assess participant needs, direct your nutrition education, justify expenditures for your program and illustrate WIC benefits.

If you have questions or require additional information about the *2006 Texas Child Feeding Study*, please contact Shellie Shores, Nutrition Education Coordinator, Nutrition Education/Clinic Services Unit, at (512) 341-4516, or at [shellie.shores@dshs.state.tx.us](mailto:shellie.shores@dshs.state.tx.us).