



Memorandum

#10-047

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: April 23, 2010

**SUBJECT: 2010 World Breastfeeding Month Theme and Materials - Every Ounce Counts:
Supporting Moms beyond the First Weeks**

When we think about breastfeeding, we think “Every ounce counts.” From those first drops of colostrum lasting the duration of the breastfeeding relationship, every single ounce counts towards the health of mom and baby. That is why this year’s World Breastfeeding Month (WBM) theme is *Every Ounce Counts: Supporting Moms beyond the First Weeks*.

Materials available for World Breastfeeding Month 2010 –

As this year’s World Breastfeeding Month theme springboards off of the 2009 *Every Ounce Counts* campaign, materials from both years will be available.

- After a very successful launch, the 2009 *Every Ounce Counts* breastfeeding awareness media campaign will continue to run. The websites – www.breastmilkcounts.com and www.breastmilkcounts.com/spanish – serve as breastfeeding resource centers for the public and WIC staff.

Radio, television, and outdoor public service announcements in English and Spanish will run during the month of August in Dallas/Fort Worth, El Paso, Houston, Rio Grande Valley, San Antonio, Beaumont/Port Arthur, Tyler/Nacogdoches, Lubbock, and Austin media markets. You can preview these commercials on at: www.breastmilkcounts.com/our-new-campaign.html.

- The *Every Ounce Counts* posters, *License to Breastfeed in Public* pocket-sized cards, and the Breastfeeding-Friendly Establishment decals and business flyers are available to order via the online WIC Catalog.
- The *Breast milk Storage Guidelines* magnet has been revised to coordinate with other campaign materials. It is also available to order via the link listed below.
- The *Sing to Me* lullaby CDs will be available for ordering using the link provided in this memo.

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New materials spotlight our most valuable participants – babies! These materials include:

- 2010 WBM Poster - A poster of babies wearing t-shirts with the *Breastmilk: Every Ounce Counts* logo that can be framed and hung up anywhere in the clinic to contribute to a warm, welcoming environment.
- Cut-out hanging displays - Some of babies from the 2010 WBM poster have been featured in these unique displays. These cut-outs can be hung from the ceiling or can be used on a bulletin board. They will be available for one-time ordering via the link listed below.
- Stickers – A great way to promote the *Every Ounce Counts* breastfeeding logo and resource website, www.breastmilkcounts.com. This sticker is available to order via the link listed below.
- “How the Body makes Milk” Toolkit – This teaching kit offers a variety of tools to help counselors explain different aspects of how the body produces breastmilk.

These visual aids include: ping-pong paddle/balls to demonstrate the proliferation of prolactin receptors; plastic grape clusters to serve as a relatable model to show how the milk gland clusters connect to the milk ducts, which lead to the nipple; salt and pepper shakers filled with varying amounts of rice/black beans to serve as tool in explaining how any amount of formula will displace a mother’s milk supply; soft breast model that can be used to demonstrate the proper techniques for hand expression and reverse pressure softening; building blocks that can be used in the explanation of the different components found in breastmilk and formula.

Each kit will also contain explanations and suggested usage instructions for each of the materials.

Each local agency should consider ordering one kit for the following: peer counselor’s office, classroom, and CA’s office. These kits will be available for one-time ordering via the link listed below. Supply will be limited; some orders may be reduced due to availability.

- Pregnancy calendar/journal – These keepsakes can be customized by WIC staff for participants to follow along as their pregnancy progresses. Each calendar offers timely information on fetal development, benefits of breastfeeding, and other tips related to the pregnancy. It also serves as an interactive journal for moms to document personal sentiments throughout. Users are also prompted to visit the various websites available to them: www.TexasWIC.org, www.TexasTenStep.org, and www.breastmilkcounts.com

These calendar/journals will be available for ordering via the link listed below. Orders may be adjusted based on packaging.

The WBM theme, *Supporting Moms beyond the First Weeks*, will not be printed on any materials. Rather, it serves as a guide for WBM celebrations and clinic activities. Please see attached suggested activities to support this theme.

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Please use the following link to order these WBM materials – the 2010 WBM posters, WBM baby cut-out hanging displays, and the *Every Ounce Counts* stickers, the *Breast milk Storage Guidelines* magnet, the *Sing to Me* lullaby CDs, the “How the Body makes Milk” Toolkits, and the Pregnancy calendar/journals : <http://www.surveymonkey.com/s/THR9HML>.

All other materials can be ordered by faxing the *Texas WIC Materials Order Form* to the Publications Coordinator at (512) 341-4473.

The deadline to place your order for these materials is **Friday, May 21, 2010**. If you have trouble accessing the order survey, copy/paste the address of the survey into your web browser address line and press enter. Be sure your computer allows access to Survey Monkey.

The attached document offers suggested activities for large or small groups, game examples/ideas, and other considerations to aid the planning of your World Breastfeeding Month celebration.

If you have any questions or require additional information, please contact Cristina García, Breastfeeding Promotion Nutritionist, at (512)341-4583 or cristina.garcia@dshs.state.tx.us, or Lindsey Randall, Breastfeeding Promotion Nutritionist, at (512)341-4594 or lindsey.randall@dshs.state.tx.us.

Attachment

ACTIVITY IDEAS: 2010 World Breastfeeding Month Theme and Materials - Every Ounce Counts: Supporting Moms beyond the First Weeks

It's a celebration! This year's World Breastfeeding Month (WBM) theme is *Every Ounce Counts: Supporting Moms beyond the First Weeks*. Any idea that allows for participation, laughter, and a great time while supporting, promoting, and educating on breastfeeding is encouraged. Here are some ideas you can consider when planning your WBM activities:

Possible activity suggestions –

- Large group activity: Plan for a big, one-day celebration filled with games, goodies, and opportunities for moms to offer each other support. Games could mimic those typically played at a “baby shower.”

Game Example: “Multi-tasking Super Mom”

Each player or team is given a certain number of tasks to complete (feed a baby doll, prepare a pot of beans, dance or sing-along with older kids as they watch *Zowzoo/Zobey*, assemble/disassemble a breast pump, etc).

Each task could have specifics to be considered completed. For example, preparing a pot of beans could include opening the bag of beans, pouring them in a pot, (simulating) adding water, and stirring them for 5 seconds on a pretend stove.

For the dance or sing-along, lyrics from the *Sing to Me* lullaby CDs can be pre-printed and given to the player to sing at least 5 lines of the song. Or players can choose to dance to 15 seconds of the *Zowzoo/Zobey* DVD.

Players can assemble and disassemble one of the demo breast pumps from the clinic.

The player or team that completes all of the tasks in the quickest amount of time – WINS!

- Small group activities: Engage smaller groups in games and activities that are fun and theme-related. Games typically played with a larger group could be modified to be played individually or in pairs.

Game Example: Word scramble (attached)

Each player or pair of players has a certain amount of time to complete the word scramble. The player/pair with the most correctly unscrambled words – WINS!

Discussion Example: The Fishbowl Discussion

This game would test each player's knowledge of specific breastfeeding topics. Each person would pick a piece of paper pulled from a fish bowl. Topics could include:

- Is breastfeeding in public legal?
- Do breastfeeding moms have the legal right to pump their milk while at work?
- How can breastfeeding moms tell if they are making enough milk?
- Can I nurse my child while they are teething?
- Etc.

Each player that correctly identifies information about that topic WINS!

- Health Fair/Carnivals: Create a community health fair or carnival to promote and support breastfeeding beyond the first weeks. Advertise the event to your entire community. Create booth displays of topics related to breastfeeding beyond the first weeks such as:
 - Breastfeeding Peer Counselor Support
 - Making Enough Milk
 - Breastfeeding in Public
 - Introducing Solids
 - Nursing the Older Infant
 - Breastfeeding and Returning to Work

Bring along some pamphlets/resource lists/clinic information/etc. Consider providing seating or a comfortable place near your booth for moms to breastfeed or relax with their babies.

Materials that can be used as decorations –

All breastfeeding-related posters can be used during WBM activities or as display items. New items that can be used include:

- 2010 WBM Poster - A poster of babies wearing t-shirts with our *Breastmilk: Every Ounce Counts* logo that can be framed and hung up anywhere in the clinic to contribute to a warm, welcoming environment.
- Cut-out hanging displays - Some of babies from the 2010 WBM poster have been featured in these unique displays. These cut-outs can be hung from the ceiling or can be used on a bulletin board.

Materials that can be used as “Give Away” items –

- The *Breast milk Storage Guidelines* magnet has been revised to coordinate with our other campaign materials.
- The *Sing to Me* lullaby CDs.
- Stickers – A great way to promote the *Every Ounce Counts* breastfeeding logo and resource website, www.breastmilkcounts.com.