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**#10-075**

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

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

**DATE:** June 11, 2010

**SUBJECT:** New Breastfeeding Resource Books

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The State Agency will be providing local agencies with multiple copies of an excellent new breastfeeding reference book for WIC staff - *Breastfeeding Answers Made Simple: A Guide for Helping Mothers*. This book is a revision of *The Breastfeeding Answer Book*, which has been used in Peer Counselor training for years.

The new book features an outer "Main Idea" column that allows counselors to quickly scan a chapter when helping mothers by phone. Once they find the point they are looking for, the inner "Details" column provides them with all the latest information on that topic. The book lies flat when open for easy reference and has been professionally indexed to make the information even easier to find. An attached sample page of the *Breastfeeding Answers Made Simple* will be sent via email instead of being posted to the web.

All WIC local agencies were recently asked to order *Visual Teaching Kits* for every Certifying Authority and Peer Counselor office as well as classrooms. We will be using the same order amounts to distribute the new books. If you feel this will give you too many books, please email [tracy.erickson@dshs.state.tx.us](mailto:tracy.erickson@dshs.state.tx.us) to adjust your order.

The new book will not be released until the end of July. Local agencies should expect to receive the books in August or September. If you have questions, please contact Tracy Erickson, WIC Breastfeeding Coordinator, Nutrition Education/Clinic Services Unit, at (512) 341-4521 or [tracy.erickson@dshs.state.tx.us](mailto:tracy.erickson@dshs.state.tx.us), or Lindsey Randall, Breastfeeding Promotion Nutritionist, at (512) 341-4594, or [lindsey.randall@dshs.state.tx.us](mailto:lindsey.randall@dshs.state.tx.us).

Attachment