



Memorandum

#10-101

TO: WIC Regional Directors
WIC Local Agency Directors

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

DATE: August 18, 2010

SUBJECT: New Breastfeeding Lessons

This memo announces 2 new breastfeeding lessons. Local agencies should receive these materials in early August. Please share this information with your nutrition education coordinators, breastfeeding coordinators, peer counselors and any additional staff members involved in the breastfeeding education. Electronic versions of both lessons can be found on the DSHS website at: <http://www.dshs.state.tx.us/wichd/nut/lesson-nut.shtm>.

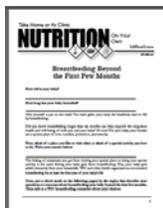
CCNE: *Breastfeeding in Public – Anytime, Anyplace*, BF-000-36

This CCNE lesson was developed in conjunction with the pamphlet, *Anytime, Anyplace: Breastfeeding in Public*, stock no. 13-179 and 13-179a. It uses the center photo of the pamphlet as a visual aid to spark the discussion (see photo to the right). The facilitator acts as a guide to the conversation, encouraging clients to share their knowledge and expertise on breastfeeding in public.



Self Paced Lesson: *Breastfeeding Beyond the First Few Months*, SP-000-32

With the intent of supporting longer durations of breastfeeding, this lesson was created to replace the self-paced lesson, *Weaning Your Baby from the Breast*, SP-000-11. This lesson can be extremely valuable in assisting staff with breastfeeding assessment as well as consultation of older infant and breastfeeding mother dyads. It reviews the benefits of extended nursing while also allowing women the opportunity to discuss any concerns with WIC staff, such as teething, public pressures, and weaning.



Local agencies can use the lesson in many different ways – some may use it as a conversation starter with an individual or a group; others may use it as a self-paced lesson for participants to complete in the lobby or even as a take-home lesson for moms to complete in the privacy of their own home. Upon completion, qualified WIC staff should review the lesson with the participant and address the participant's concerns. Each local agency is responsible for duplicating this lesson as needed. Accompanying materials (optional): *Breastfeeding Beyond Six Months*, stock no. 13-06-1331 and 13-06-1331a.

If you have 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.