



Memorandum

#12-026

TO: WIC Regional Directors
WIC Local Agency Directors

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

DATE: March 23, 2012

SUBJECT: Texas Ten Step – World Breastfeeding Month Challenge

In August of last year, Texas Ten Step (TTS) facilities were asked to take part in a contest which was coordinated with the State WIC World Breastfeeding Month (WBM) theme *Every Ounce Counts: Helping Moms Achieve their Breastfeeding Goals*. The contest was a success and the winner was provided with two breastfeeding resource books and the opportunity to participate in an on-site photo shoot. Images obtained in the photo shoot were used to create new TTS materials.

This year, TTS facilities are being asked to again participate in World Breastfeeding Month by collaborating with their local WIC agency as a part of this year's theme, ***Connecting communities: Strengthening support for breastfeeding moms***. This collaboration provides WIC staff the perfect opportunity to reach out to local Texas Ten Step facilities and to build and strengthen relationships. More importantly, it is designed to encourage our healthcare providers and WIC staff to create a system of support for the breastfeeding mother that can continue beyond the month of August. Strengthening this relationship also supports multiple actions outlined in the 2011 [Surgeon General's Call to Action to Support Breastfeeding](#).

The attached information was sent to TTS facilities in March to notify them of the challenge and its requirements. Examples of ideas, activities and materials have been provided to them. TTS facilities have the ability to order the materials using the online WIC catalog and their designated log in information. **Please note:** *Restricted for WIC use only* materials, such as WBM photo cards and magnets, are **not** available for order on the TTS portion of the WIC catalog. *Restricted for WIC use only* materials should only be used in the WIC clinic and/or given to WIC participants and **cannot be ordered for hospitals**.

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Please contact your local Texas Ten Step facilities to discuss the possibility of a combined World Breastfeeding Month event this summer. Take the opportunity to make real change in your community by building or strengthening a collaborative relationship to support breastfeeding mothers and infants in Texas.

If you have questions about the *Texas Ten Step – World Breastfeeding Month Challenge* or would like additional information, please contact Veronica Hendrix, LVN, IBCLC, RLC, Texas Ten Step Coordinator, Nutrition Education/Clinic Services Unit, at (512) 341-4592 or veronica.hendrix@dshs.state.tx.us.

Attachment

Texas Ten Step Facility-World Breastfeeding Month Challenge

World Breastfeeding Month Theme – Connecting communities: Strengthening support for breastfeeding moms

It is time again for our **annual TTS –WBM challenge!** In keeping with our Texas WIC WBM theme listed above, I am inviting you to participate in this contest. This year our focus is on working together and building support for the breastfeeding mothers in your community. Some of you are familiar with the valuable breastfeeding resource in your local WIC agency and staff, but for those who are not; this is the perfect opportunity for education and collaboration!

Keeping connected to the community, both physically and digitally, has become a vital part of everyday life. Mothers today are also turning to the online community for communication, education, support, resources, and to share their experiences. Tapping into the digital world builds on the existing community by quickly connecting users to the information they seek and provides resources to those in areas where local support is hard to find.

The contest requirement involves a **collaboration project between your facility and your local WIC agency**. Below are ideas of some activities you might consider which also support these actions from the [Surgeon General's Call to Action to Support Breastfeeding:](#)

- ❖ Host a community WBM event offering information on the importance of exclusive breastfeeding- **Action 1**
- ❖ Collaborate with other community groups or breastfeeding coalitions to provide education for mothers- **Action 4**
- ❖ Host an education piece for Fathers and Grandparents- **Action 2**
- ❖ Develop a community resource list and distribute to area birth facilities- **Action 3**
- ❖ Utilize social media or the web to promote breastfeeding and the WIC WBM theme- **Action 5**
- ❖ Educate physicians and staff in your area on the Ten Steps to Successful breastfeeding- **Action 9**
- ❖ Start a local breastfeeding coalition or support group –**Action 8**
- ❖ Speak to local businesses about becoming Mother-Friendly or Breastfeeding Friendly establishments- **Action 14**

The WIC online catalog has several materials that you can use in promoting your efforts. Simply log in and order using your ID/ password. Some examples include:

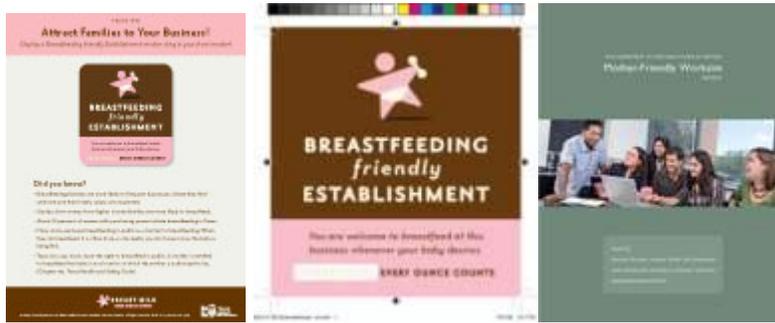
- The 2010 *Every Ounce Counts* poster series



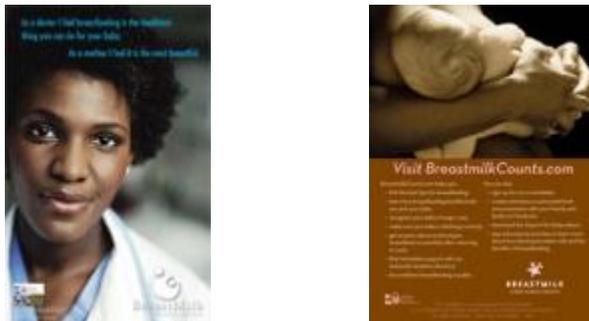
- License to breastfeed in public pocket-sized cards



- Breastfeeding-Friendly Establishment decals and Mother Friendly information



- The Physician support poster and breastmilkcounts.com web card



Other give- a-ways might include:

- Crib cards for both boy/girl in English and Spanish and pledge cards



The possibilities are endless!

Deadline for submissions are July 23, 2012