

Memorandum

#12-029

TO: WIC Regional Directors
WIC Local Agency Directors

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

DATE: March 26, 2012

SUBJECT: Underutilized Breastfeeding Materials

This memo is to inform local agencies of underutilized breastfeeding materials available for order through the WIC catalog. These materials were designed to help educate your clients, recruit peer counselors, build relationships with your hospitals, and inform healthcare providers in your community about the services you provide. Several of the materials were specifically designed and printed at the request of local agency staff. If orders for these materials remain low, they may be removed from the WIC catalog. Please take a look at the descriptions below and order these materials to enhance services in your clinic and community

WIC PEER COUNSELORS THE SUPPORT YOU NEED TO SUCCESSFULLY BREASTFEED Booklet 13-06-13182/ 13-06-13182A



This brochure is designed to let clients know who peer counselors are and how they can help. Your peer counselors will want to give this brochure to pregnant and breastfeeding moms.

BECOME A WIC BREASTFEEDING PEER COUNSELOR Booklet 13-06-13181/ 13-06-13181A



This brochure invites your breastfeeding clients to consider applying for a peer counselor position. It can be given to mothers you would like to recruit.

**WIC BREASTFEEDING PEER COUNSELORS THE SUPPORT YOUR PATIENTS
NEED FOR BREASTFEEDING SUCCESS Booklet 13-06-13180**



This brochure informs health care professionals about how your breastfeeding peer counseling services can assist their patients. It introduces hospital, doctor's office, or clinic nurses, and other health providers to your peer counselor services and invites them to refer mutual clients.

BREASTFEEDING THE BEST MEDICINE YOU CAN PRESCRIBE Flyer 13-06-13183



This flyer encourages doctors to refer mutual clients to WIC peer counselors for breastfeeding support. This flyer folds out into an 11 x 17 poster for the physician's office.

BREASTFEEDING PEER COUNSELOR BUSINESS CARD 13-06-13179



These business cards provide space for peer counselors to insert their names and phone numbers. The back of the card has the Mom's Place hotline and the breastmilkcounts.com web address.

BREAST PUMP REFERRAL FORM F13-06-13185



This handout is intended to explain the logistics of the Texas WIC Breast Pump Program to participants, facilitate communication between the hospital and the WIC program about specific pump needs, and ultimately help WIC expedite pump issuance to high risk moms and infants during critical times. The most effective way for local agencies to implement this form is to arrange a meeting with the hospital lactation support staff, the director

of women's services, the hospital's nursery or Neonatal Intensive Care Unit (NICU) staff to discuss its use. This should be especially helpful to those of you that are spending time with clients in the hospital.

BREASTFEEDING-FRIENDLY ESTABLISHMENT WINDOW CLINGS 13-06-13404



Encouraging the display of this window cling in your community is the perfect way to make your community more breastfeeding-friendly while minimizing a common barrier to breastfeeding – embarrassment. This cling can be placed in the storefront of businesses that want to make breastfeeding families feel welcome in their establishment. Businesses are not required to be “certified” or “designated” as breastfeeding-friendly. Any business can display this window cling. An accompanying business flyer to explain the benefits of displaying the Breastfeeding-Friendly Establishment cling is also available (stock number 13-06-12411).

If you have questions about these materials, please contact Kristina Arrieta, Peer Counselor Coordinator, Nutrition Education/Clinic Services Unit, at (512) 341-4593 or Kristina.Arrieta@dshs.state.tx.us or Tracy Erickson, WIC Breastfeeding Coordinator, at (512)-341-4593, or tracy.erickson@dshs.state.tx.us.