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**#15-116**

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

**FROM:** Amanda Hovis, Director  
Nutrition Education/Clinic Services Unit  
Nutrition Services Section

**DATE:** November 9, 2015

**SUBJECT:** First Birthday gifts for one-year-old certifications

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As part of the summer outreach campaign, we created a First Birthday gift for children having their one-year-old certification appointment. WIC clinics can offer the gift to encourage families with one-year-olds to return to WIC especially when making that switch from the infant food package to the child food package.

The quantity of bags to deliver to each agency was determined by their infant participation numbers. The bags were delivered to the administrative offices for your agency to distribute appropriately.

First Birthday Gifts (available in English and Spanish) include:

- Photo frame magnet
- Coloring sheet placemats
- Toddler bib
- Birthday card

Agencies can determine how they want to give the gifts to the participants. Here are ideas for celebrating first birthdays at your agency:

- The gifts may be awarded by staff when the client arrives or given by the nutritionist at the end of the appointment. During reminder calls prior to the one-year appointment, be sure to tell clients that they will receive the free gift for their one-year-old at time of recertification.
- You can also choose to send out an invitation to recertify in the form of a fun reminder card.
- Host a first birthday party. Have a fun gathering for moms and their one-year old and set the recertification appointment to follow after the party or at another date.
- We have a customizable template for the invitation/reminder card. Please refer to the WIC Community Engagement Outreach Guide for more information.

If you have questions or require additional information, please contact Angela Gil, Nutrition Education Consultant, at (512) 341-4590 or [Angela.Gil@dshs.state.tx.us](mailto:Angela.Gil@dshs.state.tx.us).