



Memorandum

#16-057

TO: WIC Regional Directors
WIC Local Agency Directors

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

DATE: June 3, 2016

SUBJECT: Preorder - WIC Breastfeeding Promotion Infographic posters

The following series of breastfeeding posters are available for pre-order

1. *NEWBORN BABIES HAVE TINY TUMMIES* (Stock # 13-06-14804).
2. *HOW DO I MAKE ENOUGH MILK FOR MY BABY?* (Stock # 13-06-14805)
3. *HOW DOES YOUR BREASTMILK STACK UP AGAINST FORMULA* (Stock # 13-06-14806)

The poster series was developed to address some of the findings from the 2014 Cumulative Research on Breastfeeding Disparities Impacting African American and Hispanic women (e.g., lack of knowledge about how the body makes milk, infant stomach size, and the difference between breastmilk and formula).

Please submit only one order for your local agency by clicking on the link below: <https://www.surveymonkey.com/r/WZSLJGV>. The posters will also be available from the WIC Catalog. Please complete your order by COB **Friday June 17th**, 2016.

If you have questions, please contact Faith Njoroge, Breastfeeding Promotion Consultant, at 512-341-4575 or Faith.Njoroge@dshs.state.tx.us.

NEWBORN BABIES HAVE TINY TUMMIES

How much milk does your baby need at each feeding?



Day One

Size of a cherry
5 - 7 ml
0.1 - 0.2 oz
8-12 feedings daily



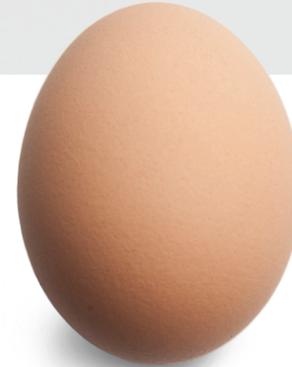
Day Three

Size of a walnut
22 - 27 ml
0.8 - 1 oz
8-12 feedings daily



One Week

Size of an apricot
45 - 60 ml
1.5 - 2 oz
8-12 feedings daily



One Month

Size of a large egg
80 - 150 ml
2.5 - 5 oz
8-12 feedings daily



For breastfeeding questions call 1-855-550-6667 or visit breastmilkcounts.com.



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HOW DO I MAKE ENOUGH MILK FOR MY BABY?

**Milk supply
goes up
when you**

- **Feed only breastmilk.**
- **Breastfeed more often. The more you breastfeed the more milk you will make.**



**You can
do it!**

**Breastmilk
is the best gift
for your baby.**

**Milk supply goes
down when you**

- **Add formula or other liquids.**
- **Skip or delay breastfeeding.**



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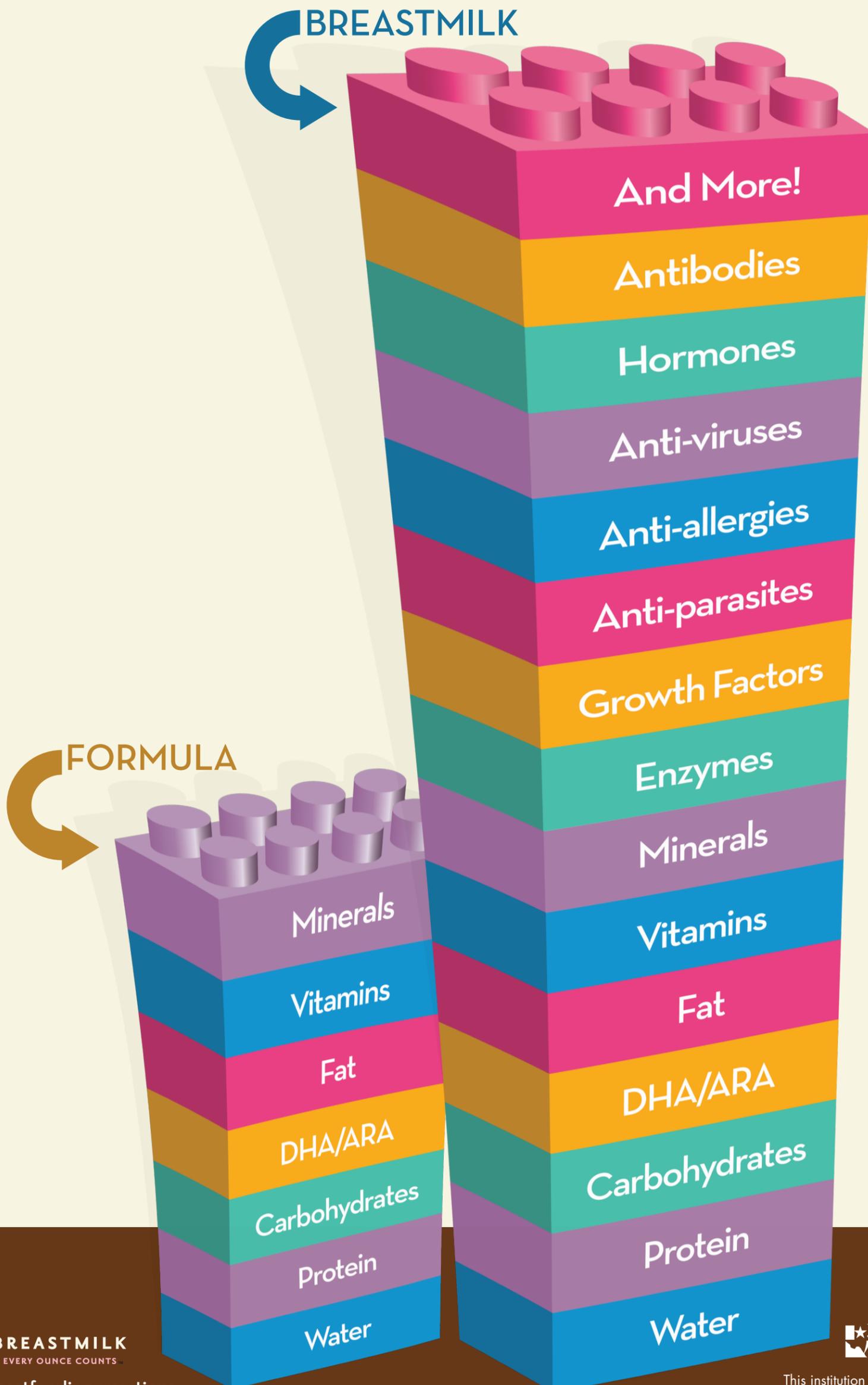


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HOW DOES YOUR **BREASTMILK** STACK UP AGAINST **FORMULA**?

Your milk has so much more than formula.



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call 1-855-550-6667 or visit breastmilkcounts.com.



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