Memorandum

#19-041

TO: WIC Local Agency Directors

FROM: Amanda Hovis, Director  
Nutrition Education / Clinic Services Unit  
Texas WIC Program

DATE: May 29, 2019

SUBJECT: 2020 Nutrition Education and Breastfeeding Plans

The 2020 Nutrition Education Plan and Breastfeeding Plan (NE & BF Plans) are now available. Please follow this checklist to complete all required steps for plan submission. The due date for the completion and submission of the NE and BF Plans, Class Schedule, BF Client Referral Handouts, BF Staff Referral Protocol and Outreach Plan to your State Agency Partner is Tuesday, July 19, 2019.

Steps for Submission of NE and BF Plans

<table>
<thead>
<tr>
<th>Steps for Submission of NE and BF Plans</th>
<th>Reference Attachment</th>
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<tbody>
<tr>
<td>✓ Complete the FY20 NE Plan at <a href="https://texaswic.az1.qualtrics.com/jfe/form/SV_2lO0n8TRfmhEo8B">https://texaswic.az1.qualtrics.com/jfe/form/SV_2lO0n8TRfmhEo8B</a></td>
<td>FY20 NE Plan</td>
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</table>
| ✓ Email your FY20 Class Schedule and Outreach Plan to your State Agency Partner.                      | FY20 Class Schedule Template  
State Agency Class Topic List – May 2019  
Create an LA-Specific Class Topic in TXIN*                                                          |
| ✓ Complete the FY20 BF Plan at https://texaswic.az1.qualtrics.com/jfe/form/SV_5nJuq1TRduvyDIP      | FY20 BF Plan                                                                         |
Email your FY20 Client Breastfeeding Referral handouts (English and Spanish) and Staff Breastfeeding Referral Protocol to your State Agency Partner.

* State agency class topics are already populated for you in TXIN. Local agency developed classes must be added to TXIN by following the format described in Create an LA-Specific Class Topic in TXIN. Use this format when adding LA developed classes to your class schedule. Once your class schedule is approved, you will need to enter these class topics into TXIN.

General Tips

- Review all reference attachments ahead of time to help you to prepare before completing the plans on Qualtrics.
- When completing the plans, be sure to click on the arrow button at the end of each section. Clicking on the arrow is what saves your work. If you use the same device, browser, and do not clear cookies or cache, you can leave and come back to your NE or BF Plan and pick up where you left off just by clicking the link to the survey again.
- Email your Class Schedule, Outreach Plan, Client BF Referral (English/Spanish) handouts and Staff BF Referral Protocol to your State Agency Partner and then mark the acknowledgement questions in the NE and BF Plans, respectively.

Class Schedule Tips

- NE codes will no longer be used on your class schedule or in TXIN. However, please keep the category and lesson topic on your class schedule (FY20 Class Schedule Template). A list of state agency class topics is provided (State Agency Class Topic List – May 2019). The website http://wicstaffapps.dhs.texas.gov/ is still active. However, for the purpose of nutrition and breastfeeding lessons, it is outdated and the SA does not recommend using it. State agency lesson plans are also available at http://www.dhs.texas.gov/wichd/nut/lesson-nut.shtm.
- For web lessons, use the generic topic “WL – web lesson” instead of individual web lesson titles on your class schedule. However, for self-paced lessons, you must list them individually.
Client BF Referral Handout and Staff BF Referral Protocol Tips

- Create your local agency’s Client BF Referral handouts using the (English/Spanish) templates provided.
- Create your Staff BF Referral Protocol using one of the two templates provided. The Staff BF Referral Protocol should be a quick reference guide for who staff should contact for breastfeeding concerns.
- If you need further guidance on what information to include in the Client BF Referral handout template and the Staff BF Referral Protocol template, please refer to policy BF 1.0 and the attached document Guidance for Client BF Referral Handout and Staff BF Referral Protocol Templates provided with this memo.

Your plans will be reviewed upon receipt, and your plan’s reviewer may reach out to you. Once approved, you will be notified by your State Agency Partner of your plans’ approvals by September 30, 2019. If you have questions or require additional information, contact your State Agency Partner.
FY 2020 Nutrition Education Plan

It may take you an hour or more to input your information into your FY 20 nutrition education plan. If you would like to save your progress and come back at a later time to complete the plan, you must use the same device and web browser that you use when you start this survey. A cookie will be stored in your computer's browser and the cookie will remember your survey responses. Do not clear your cache or cookies until you have finalized your NE plan.

Below are dreams for WIC that staff across Texas shared at the Nutrition and Breastfeeding Conference a few years ago. We challenge WIC staff to remember these dreams as you imagine nutrition education for the coming year.

This year's plan is an opportunity to reflect on past challenges and successes and to plan for the upcoming year. **Today, what is your dream for nutrition education at your agency?**

________________________________________________________________
________________________________________________________________

Your Local Agency Number
________________________________________________________________

Your Local Agency Name
________________________________________________________________

NE Coordinator's Name
________________________________________________________________

NE Coordinator's Email
________________________________________________________________

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Resources

We encourage all nutrition education coordinators to be familiar with policies, lesson plans and other nutrition education resources available. Please review the following as you complete the plan.

Policy NE 1.0
https://www.dshs.texas.gov/wichd/policy/pdf_files/NE_01-0T.pdf

Policy NE 2.0
https://www.dshs.texas.gov/wichd/policy/pdf_files/NE_02-0.pdf

Policy NE 4.0
https://www.dshs.texas.gov/wichd/policy/pdf_files/NE_04-0.pdf

2017 Participant Surveys
https://www.dshs.texas.gov/wichd/nut/nesurveyresults.shtm

Qualtrics Survey data – Your WIC Experience
Your LA Qualtrics User can export and share this data with you at www.qualtrics.com

Group Education Lesson Plans
https://www.dshs.texas.gov/wichd/nut/lesson-nut.shtm

Client-Centered Nutrition Education (CCNE) Materials
https://www.dshs.texas.gov/wichd/nut/ccne.aspx

For a list of online classes, visit:
https://texaswic.org/online-classes

Nutrition Education Planning

What were your 2 biggest challenges related to nutrition education in FY19?

________________________________________________________________
________________________________________________________________

What were your 2 biggest successes related to nutrition education in FY19?

________________________________________________________________
________________________________________________________________
Online classes have increased in popularity over the past few years. However, client surveys and focus groups indicate that clients still value and want the connection and support that comes from engaging group classes. **The state agency expectation is that local agencies offer a minimum of one facilitated group class per month** (health/nutrition fairs do not count for this group class requirement) so that clients have a choice between online and in-person experiences. How often does your agency plan to offer group classes?

- [ ] At least once a week
- [ ] At least once a month
- [ ] Other ________________________________

Check the nutrition education options your local agency plans to offer in FY20. (Check all that apply)

- [ ] Internet/web lesson
- [ ] Self-paced at clinic
- [ ] Support groups
- [ ] Cooking demonstrations
- [ ] Health fairs
- [ ] Family-based (story time, children’s activities)
- [ ] Gardening
- [ ] Other group classes not listed above ________________________________

Check the location of your group nutrition education classes.

- [ ] WIC Clinic
- [ ] Community
- [ ] Both
If you are providing group nutrition education classes in the community, where are they?

☐ Hospital
☐ Doctor's office
☐ Community center
☐ Library
☐ Schools
☐ Other ________________________________________________

According to NE 1.0, Standards for NE Contacts, classes should be offered according to participant category, risk conditions, interests, time considerations, preferred language and cultural needs; and participants may choose a preferred class. How do you plan to ensure that the education provided is meeting your client's needs? (Mark all that apply)

☐ Offer a variety of class formats
☐ Offer classes relevant to each client category (pregnant, postpartum, breastfeeding, infant, child)
☐ Offer classes in a variety of languages
☐ Ensure that class offerings address top risk codes at your agency
☐ Ensure that client feedback is used to plan class offerings
☐ Other ________________________________________________

One key to successful group class attendance is marketing. We highly recommend you and your staff watch the recorded webinar "CCNE 103: Planning , Scheduling and Marketing NE" on the WIC Staff Training site. What are 3 takeaways you have for training front desk and front line staff to market (script or talking points) ALL classes and not just tell clients about online or self-paced options?

________________________________________________________________
____________________________________________________
________________________________________________________________
Marketing classes effectively provides clients the opportunity to choose a nutrition education option that best fits their needs. How does your agency ensure clients are aware of the different options available? (Mark all that apply)

☐ Create talking points to help staff market all class options, including group and online classes

☐ Create a menu of class options to share with clients at each visit

☐ Create visual displays of class options within the clinic

☐ Other ________________________________________________

What topics do your group class offerings cover? (Mark all that apply)

☐ Pregnancy

☐ Breastfeeding

☐ Infant feeding (not breastfeeding)

☐ Child nutrition

☐ Women's health

☐ Obesity prevention

☐ Anemia/iron deficiency

☐ Substance abuse

☐ Increase fruit and vegetable intake

☐ Food preparation/meal planning

☐ Healthy drinks and snacks

☐ Smart shopping/saving money

☐ Other ________________________________________________
Health fairs, bulletin boards, and other self-paced lessons are not as engaging as well-marketed and well-led group classes. If your agency chooses to use these, how will you ensure they are engaging?

________________________________________________________________________
________________________________________________________________________

What changes have you made, or are you considering making, to ensure quality nutrition education in the TXIN system? (Mark all that apply, and please explain)

☐ Clinic flow ________________________________________________

☐ Scheduling

☐ Counseling area (knee-to-knee, etc.)

☐ Data entry process

☐ Other ________________________________________________

Are there any other ideas you would like to share that your agency is currently doing regarding nutrition education in the post TXIN environment?

________________________________________________________________________
________________________________________________________________________

What is your biggest goal for nutrition education at your agency for FY 20?

________________________________________________________________________
________________________________________________________________________

Please select "I understand" to show that you understand you will need to send your class schedule to your SAP by July 19.

☐ I understand

**Nutrition Education Training**

The next few questions ask about staff training related to nutrition education and counseling.
Training Coordinator's Name

_______________________________________________________________

Training Coordinator's Email

_______________________________________________________________

Training Coordinator's Phone Number

_______________________________________________________________

What plans do you have to ensure your clients are receiving quality interactions during nutrition education? (Mark all that apply)

- [ ] Train staff in counseling techniques using classes/resources within WIC (e.g. Texas WIC Staff training site)
- [ ] Train staff in counseling techniques using classes/resources outside of WIC
- [ ] Mentoring system to pair stronger staff with new staff
- [ ] Peer observation of counseling and education
- [ ] Supervisor/coordinator observation of counseling and education
- [ ] Role play and practice counseling during staff meetings
- [ ] Discuss case study/scenarios in staff meetings
- [ ] Client feedback surveys
- [ ] Other

Please list one goal related to NE staff training that you have for your agency this year and one strategy you plan to implement that will address this goal.

________________________________________________________________

________________________________________________________________

Are there specific NE trainings and/or job aides you would like to request the state agency to develop?

________________________________________________________________
Would your agency be interested in receiving the Power of Influence training in 2020?

- Yes, we are very excited!
- I am not sure what the Power of Influence training is but would like to learn more.
- No

You answered that you are very interested in receiving the Power of Influence training for your agency. Please share your thoughts on that.

________________________________________________________________
________________________________________________________________

Have you or any of your staff attended the relaunched VENA Sharing Sessions in 2019?

- Yes
- No

You answered that you haven't attended any VENA Sharing Sessions. Please tell us what would make you or your staff more likely to attend?

________________________________________________________________
Please let us know what topics you would like to discuss on the VENA Sharing Sessions or future VENA counseling training.

- Overall setting up a counseling session
- Building rapport
- Open-ended questions
- Affirmations
- Reflective listening
- Summarizing skills
- Goal setting
- Motivational interviewing skills
- Documentation
- Identifying client concerns

Other ________________________________

Outreach
In FY 19, most agencies were sent a variety of outreach items including minivans, mini-kitchens, pop sockets, Toby & Luna backpacks and books, and other incentives.

How has your agency utilized or plan to utilize these resources? Please provide details.

________________________________________________________________________
________________________________________________________________________

How is your agency interacting more with your local community since receiving these items?

________________________________________________________________________
________________________________________________________________________
Does your agency have an active social media account(s)?

☐ Yes

☐ No

If yes, please provide links or handles to all social media pages across all platforms (Facebook, Instagram, Snapchat, Youtube, etc.)

________________________________________________________________

________________________________________________________________

Please select "I understand" to show that you understand you will need to send your Outreach Plan to your SAP by July 19.

☐ I understand.

YOU'RE DONE!! The state agency thanks you for taking the time to complete your FY20 Nutrition Education Plan. We look forward to supporting your agency in meeting its goals to better serve our Texas WIC participants.
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<th>Months Offered</th>
<th>Class Topic</th>
<th>NE Format</th>
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<td>BF- A Mother’s Guide to Breastfeeding</td>
<td>Group</td>
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<tr>
<td>Oct - Sep</td>
<td>BF- Benefits of Breastfeeding</td>
<td>Group</td>
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<tr>
<td>Oct - Sep</td>
<td>PG- Pregnancy. Giving Your Baby the Best</td>
<td>Group</td>
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<tr>
<td>Oct - Sep</td>
<td>PP- Get Your Groove on Mama</td>
<td>Self-Paced</td>
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<tr>
<td>Oct - Sep</td>
<td>Web Lessons</td>
<td>Web Lesson</td>
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<tr>
<td>Oct - Dec</td>
<td>LA054: First Foods for Your Baby</td>
<td>Group</td>
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<td>Parent Topic</td>
<td>Lesson Topic (TXIN)</td>
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<td>BF- Benefits of Breastfeeding</td>
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<td>BF - Breastfeeding</td>
<td>BF- Breastfeeding and Returning to Work</td>
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<td>BF - Breastfeeding</td>
<td>BF- Breastfeeding in Public: Any Time, Any Place</td>
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<td>BF - Breastfeeding</td>
<td>BF- Breastfeeding Top 10 Discussion</td>
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<td>BF - Breastfeeding</td>
<td>BF- Breastfeeding: It's Only Natural</td>
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<td>BF - Breastfeeding</td>
<td>BF- Every Ounce Counts: Benefits of Breastfeeding for Baby and Mom</td>
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<td>BF - Breastfeeding</td>
<td>BF- National Breastfeeding Month</td>
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<td>BF- Peer Counselor: Breastfeeding Contact</td>
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<td>BF- Peer Counselor: Breastfeeding Support Group</td>
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<td>BF- Peer Dad: Counseling</td>
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<td>BF - Breastfeeding</td>
<td>BF- The Comfortable Latch</td>
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<td>BF - Breastfeeding</td>
<td>BF- The Importance of Exclusive Breastfeeding in the First Month</td>
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<td>BF- The Importance of Skin-to-Skin Contact After Birth</td>
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<td>BF - Breastfeeding</td>
<td>BF- To Baby with Love: Overcoming Breastfeeding Barriers</td>
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<td>CH - Children</td>
<td>CH- Breakfast Builds Better Bodies</td>
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<td>CH - Children</td>
<td>CH- Child Nutrition Top 10 Discussion</td>
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<td>CH - Children</td>
<td>CH- Family Meals: More than Just Eating Together</td>
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<td>CH - Children</td>
<td>CH- Follow the Leader</td>
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<td>CH- Give Your Child 10 Tasteful Gifts that Will Last a Lifetime</td>
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<td>CH - Children</td>
<td>CH- Great Tips for Feeding Kids</td>
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<td>CH - Children</td>
<td>CH- Healthy Kids, Healthy Smiles</td>
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<td>CH - Children</td>
<td>CH- Help Your Child Have a Healthy Weight</td>
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<td>CH - Children</td>
<td>CH- Introducing Vegetables</td>
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<td>CH - Children</td>
<td>CH- Let’s Read! Breastmilk Makes My Tummy Yummy</td>
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<td>CH - Children</td>
<td>CH- Let’s Read! Growing Vegetable Soup</td>
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<td>CH - Children</td>
<td>CH- Let’s Read! I Know an Old Lady Who Swallowed a Pie</td>
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<td>CH - Children</td>
<td>CH- Let’s Read! The Very Hungry Caterpillar</td>
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<td>CH - Children</td>
<td>CH- Let’s Read! We Like to Nurse</td>
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<td>CH- Picky Eaters: Making Peace with Food</td>
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<td>CH - Children</td>
<td>CH- Real Fun Together: Be Superheroes Together</td>
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<td>CH - Children</td>
<td>CH- Real Fun Together: Dance Together</td>
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<td>CH - Children</td>
<td>CH- Real Fun Together: Grow Together</td>
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<td>State Agency Class Topics</td>
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<td>CH - Children</td>
<td>CH- Real Fun Together: Play Together</td>
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<td>CH - Children</td>
<td>CH- Sesame Street Workshop: “The Get Healthy Now Show”</td>
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<td>CH - Children</td>
<td>CH- Something Good for Babies</td>
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<td>CH - Children</td>
<td>CH- Zobey: Barn Dance Party</td>
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<td>CH- Zobey: Jungle Jive</td>
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<td>GN- A Healthy Media Diet</td>
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<td>GN- Building Strong Blood</td>
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<td>GN- Shop Local, Eat Fresh</td>
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<td>GN- Shop Smart and Save</td>
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<td>GN- Whole Grains, Whole Nutrition</td>
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<td>GW - General WIC</td>
<td>GW- EBT</td>
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<td>GW- Your Guide to WIC Foods</td>
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<tr>
<td>IC - Innovation Center (restricted to ICs)</td>
<td>IC- A Mother’s Gift</td>
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<td>IC - Innovation Center</td>
<td>IC- Cooking Matters with Grow North Texas</td>
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<td>IC- Dallas Public Library Collaboration</td>
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<td>IC - Happy Kitchen</td>
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<td>IC - Heart Buttons: Living Legacy</td>
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<td>IC - Heart Buttons: Slim by Design</td>
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<td>IC - Heart Buttons: Talking: It’s What’s for Dinner</td>
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<td>IF - Infant</td>
<td>IF- Baby's First Bites</td>
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<td>IF - Infant</td>
<td>IF- Fun and Feeding for a Healthy Weight</td>
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<td>IF - Infant</td>
<td>IF- Infant Top 10 Discussion</td>
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<td>IF- Watch Me Grow</td>
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<td>IF- Weaning from the Bottle</td>
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<td>PG - Pregnant</td>
<td>PG- A More Comfortable Pregnancy</td>
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<td>PG - Pregnant</td>
<td>PG- Keen Eye on the Small Fry</td>
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<td>PG- Pregnancy Top 10 Discussion</td>
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<td>PG- Pregnancy: Giving Your Baby the Best Start</td>
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<td>PP - Postpartum</td>
<td>PP- Diet and Women’s Health</td>
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<td>PP - Postpartum</td>
<td>PP- Get Your Groove on Mama!</td>
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<td>PP - Postpartum</td>
<td>PP- Postpartum Grab Bag</td>
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<td>PP - Postpartum</td>
<td>PP- What Can I do Besides Eat?</td>
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<td>SP - Self Paced</td>
<td>SP- A Comfortable Latch: A Guide to Successful Breastfeeding</td>
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<td>SP - Self Paced</td>
<td>SP- Add a Little Color to Your Life</td>
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<td>SP- Anytime, Anyplace: Breastfeeding in Public</td>
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<td>SP- Be Active, Feel Great</td>
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<td>SP- Breastfeeding Beyond the First Few Months</td>
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<td>SP - Self Paced</td>
<td>SP- Breastfeeding Book Club</td>
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<td>SP - Self Paced</td>
<td>SP- Breastfeeding: A True Superpower</td>
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<td>SP- Calci-YUM!</td>
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<td>SP- Child’s Play</td>
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<td>SP- Cut Back on Screen Time</td>
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<td>SP - Self Paced</td>
<td>SP- Family Meals: More Than Just Eating Together</td>
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<td>SP - Self Paced</td>
<td>SP- Follow the Rainbow with Toby!</td>
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<td>SP - Self Paced</td>
<td>SP- Get Your Groove on Mama</td>
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<td>SP - Self Paced</td>
<td>SP- Growing Up…and Off the Bottle</td>
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<td>SP- Growing up from Baby to Toddler</td>
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<td>SP - Self Paced</td>
<td>SP- Healthy Choices-to-Go</td>
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<td>SP- Healthy Teeth, Healthy Smiles</td>
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<td>SP- Healthy Weight Gain During Pregnancy</td>
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<td>SP - Self Paced</td>
<td>SP- Help Your Child Have a Healthy Weight</td>
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<td>SP - Self Paced</td>
<td>SP- Help Yourself to Smaller Helpings</td>
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<td>SP - Self Paced</td>
<td>SP- How Does Secondhand Smoke Affect My Family?</td>
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<td>SP - Self Paced</td>
<td>SP- Picky Eaters: Making Peace with Food</td>
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<td>SP - Self Paced</td>
<td>SP- Smart Shopping Saves Money Using Unit Price Labels</td>
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<td>SP- Storing Leftovers Safely</td>
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<td>SP - Self Paced</td>
<td>SP- To Baby with Love: Overcoming Breastfeeding Barriers</td>
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<td>SP - Self Paced</td>
<td>SP- Zobey: Barn Dance Party</td>
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<td>SP - Self Paced</td>
<td>SP- Zobey: Jungle Jive</td>
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<td>WL - Web Lesson</td>
<td>WL- Active Play and Your Child</td>
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<td>WL- Baby’s First Bites</td>
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<td>WL - Web Lesson</td>
<td>WL- Breastfeeding and Returning to Work</td>
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<td>WL- Cooking with Fruits and Vegetables</td>
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<td>WL - Web Lesson</td>
<td>WL- Diabetes: Keeping You and Your Family Healthy and Happy</td>
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<td>WL - Web Lesson</td>
<td>WL- Exclusive Breastfeeding During the 1st Month</td>
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<td>WL - Web Lesson</td>
<td>WL- Feeding Your Baby Birth to 6 Months</td>
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<td>WL - Web Lesson</td>
<td>WL- Follow the Rainbow with Fruit and Vegetables</td>
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<td>WL - Web Lesson</td>
<td>WL- Food Safety at Home</td>
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<td>WL - Web Lesson</td>
<td>WL- Give Your Child a Healthy Smile</td>
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<td>WL - Web Lesson</td>
<td>WL- Healthy Eating, Healthy Pregnancy</td>
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<td>WL - Web Lesson</td>
<td>WL- Help Your Child Have a Healthy Weight</td>
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<td>WL - Web Lesson</td>
<td>WL- How Do I Know If I Am Making Enough Milk?</td>
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<td>WL - Web Lesson</td>
<td>WL- How Should I Feed My New Baby?</td>
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<td>WL - Web Lesson</td>
<td>WL- Move to Low-fat Milk</td>
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<td>WL - Web Lesson</td>
<td>WL- Picky Eaters: Making Peace with Food</td>
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<td>WL - Web Lesson</td>
<td>WL- Preventing Anemia with Iron-rich Foods</td>
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<td>WL - Web Lesson</td>
<td>WL- Smart Snacks for Children</td>
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<td>WL - Web Lesson</td>
<td>WL- The Importance of Exclusive Breastfeeding</td>
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<td>WL - Web Lesson</td>
<td>WL- Thinking of You and a Healthy Pregnancy Too</td>
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<td>WL - Web Lesson</td>
<td>WL- Tips for Feeding Your 1-2 Year-Old</td>
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<td>WL - Web Lesson</td>
<td>WL- Tips for Feeding Your 2-5 Year-Old</td>
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<td>WL - Web Lesson</td>
<td>WL- Whole Grains for Good Health</td>
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<td>WL - Web Lesson</td>
<td>WL- Your Guide to WIC Foods</td>
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</tbody>
</table>
Create LA Specific Class Topic in TXIN (updated for FY2020)

1. General Settings – Scheduling Extension – Group Appointment Topics

2. Click on New

<table>
<thead>
<tr>
<th>Topics</th>
<th>Participant Category</th>
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<tbody>
<tr>
<td>BF - A Mother's Guide to BF</td>
<td>Breastfeeding</td>
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<tr>
<td>BF - Benefits of Breastfeeding</td>
<td>Breastfeeding</td>
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<tr>
<td>BF - Breastfeeding</td>
<td>Breastfeeding</td>
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</tbody>
</table>
3. Complete the fields:

- **Topics** – This is the class title. Follow the indicated naming convention
  - “LA” plus the 3-digit LA number plus **Colon** (no spaces)
  - Enter the **Class Title**
    - Examples: LA001: Fruit and Vegetable Fair
      LA026: Beans! Beans! Beans!
      LA100: Picky Eating
  - **Participant Category** – leave this field blank
  - **Parent Topics** – Select the appropriate Generic Category
    - Example: BF – Breastfeeding
      CH – Children
      WL – Web Lesson
4. Click **Save & Close**
5. Confirm the newly added class appears in the **Active Group Appointment Topics** using the navigations in Step 1.
FY 2020 Breastfeeding Plan

Local Agency Name

_____________________________________________________

Local Agency Number

Breastfeeding Coordinator (First Name, Last Name)

_____________________________________________________

Breastfeeding Coordinator Phone Number

_____________________________________________________

Breastfeeding Coordinator Email

_____________________________________________________

Evaluation of Breastfeeding at your Local Agency

During the last fiscal year, did you experience any changes in your agency that affected breastfeeding promotion either positively or negatively?

☐ Yes

☐ No
What changes have affected breastfeeding promotion? (Check all that apply.)

- Staff turnover
- Decreased funding
- Increased funding
- Management/leadership changes
- Clinic site closures
- Decreased participation
- TXIN

- Other, please specify: ________________________________________________

- Optional: May use text box to provide details.

__________________________________________
What do you see as the strengths of your local agency? (Check all that apply.)

- Increased participation
- Strong outreach activities
- Strong staff retention
- Strong breastfeeding initiation rates >85%
- Strong breastfeeding duration rates
- Strong breastfeeding promotion and support activities
- Strong partnerships in the community
- Strong staff training

Other ____________________________________________________________

Optional: May use text box to provide details.

__________________________________________________________________
Overall, which areas at your local agency need improvement? (Check all that apply.)

☐ None

☐ Participation

☐ Outreach activities

☐ Staff retention

☐ Breastfeeding initiation rates

☐ Breastfeeding duration rates

☐ Breastfeeding promotion and support activities

☐ Partnerships in the community

☐ Breastfeeding materials

☐ Breastfeeding education

☐ Other ________________________________

☐ Optional: May use text box to provide details.

_____________________________________________________________________

Does your local agency promote Breastmilkcounts.com to your clients?

☐ Yes

☐ No
If no, check all the reasons that apply.

- [ ] Not aware of Breastmilkcounts.com
- [ ] Breastmilkcounts.com does not have sufficient information
- [ ] Breastmilkcounts.com is difficult to navigate
- [ ] It's hard to find a time to recommend this website
- [ ] Other, please specify: ________________________________________________

How does your local agency promote Breastmilkcounts.com to your clients? (Check all that apply.)

- [ ] NE/BF contacts
- [ ] Initial Certifications
- [ ] Community health fairs
- [ ] Social media
- [ ] Local agency website
- [ ] Printed education materials
- [ ] Other, please specify: ________________________________________________

Does your local agency promote Breastmilkcounts.com to your community partners?

- [ ] Yes
- [ ] No
If no, check all the reasons that apply.

- Not aware of Breastmilkcounts.com
- Not sure how to promote website with community partners
- Website is not mentioned on outreach materials
- Other, please specify: ________________________________________________

How does your local agency promote Breastmilkcounts.com to your **community partners**? (Check all that apply.)

- Coalitions
- Community fairs
- Taskforce/Advisory Groups
- Social Media
- Local agency website
- Printed education materials
- Healthcare provider outreach
- Hospital outreach
- Other, please specify: ________________________________________________

Does your local agency promote the Texas Lactation Support Hotline number to your clients?

- Yes
- No
If no, check all the reasons that apply.

- Not aware of the Texas Lactation Support Hotline
- Not sure how to promote hotline
- Phone number is not mentioned on outreach material
- Other, please specify: ________________________________

How does your local agency promote the Texas Lactation Support Hotline number to your clients? (Check all that apply.)

- Provide through printed education material
- Share by text
- Enter into client’s phone contact list
- Other, please specify: ________________________________

Many women report that returning to work or school is the main reason they stop breastfeeding before they are ready. What best practices does your local agency use to support breastfeeding women who are returning to work or school? (Check all that apply.)

- Resources shared through NE/BF education contacts
- Support groups
- Breast pumps
- Telephone follow-up contacts
- Individual counseling
- Home visits
- Other, please specify: ________________________________
In the last year, how many breastfeeding support groups did you have for participants?

- None
- less than 5
- 5-10
- 11+

Future Breastfeeding Promotion and Support Activities
In place of the Infant Feeding Practices Survey, this year we are asking you to use the results from the focus groups to inform your breastfeeding plans. If you are interested in viewing the PowerPoint summary of the focus groups, please go to https://txwic.egnyte.com/dl/wNtjEPIY2e Results for the Infant Feeding Practice Survey will be made available prior to the 2019 NEBF Conference.

In 2018 Texas WIC conducted focus groups with breastfeeding mothers across the state. Many of the comments reflected feelings of support and gratitude for the services they received at their WIC clinic. However, the research also provided us with insight on opportunities to improve our clients' WIC experience.

The following quotes are from focus group participants asked about how WIC responded when their breastfeeding plans changed and they needed formula.

“They give you the third degree.” “They make you feel guilty.” “I think that’s what makes people mad when they keep pushing and pushing and you’re like OK, I’m an adult.” “I think they lean toward it being easier to choose formula.” “They want to help you.” “It was like an interrogation.” “Not to be so pushy. Be more sensitive.”

The next set of quotes are from focus group participants who shared the difficulty and confusion around obtaining a breast pump through WIC, some said they had to buy their own pumps as a result of WIC denying a pump.

“When I asked for a pump, she was pushy. I said, ‘At least I was still giving my baby breast milk.’” “They don’t help you. They’ve never given it to me. They told me I had to talk to Medicaid…I had to go buy one because I couldn’t wait for it, I was getting a fever, so I had to get one to be able to pump.”

Another important finding from the focus groups were the respondents' lack of familiarity with BreastmilkCounts.com.

“I think, if they would’ve told me about it, I would’ve used it because I look for everything online. It would have been a huge help.” “It catches your attention, doesn't look boring. Makes you want to breastfeed your baby.” “I would have used it a lot.” “I've never seen this and I do my classes,
Similar to the above finding, many respondents reported a lack of familiarity with the Texas Lactation Support Hotline. “If I’d had known about the 1-800 number, it would have been a game changer. I had no idea.” “If I’d have known, I’d still be breastfeeding.”

The following question will give you the opportunity to tell us more about your thoughts on the responses from the focus group quotes above.

From the quotes above, what concerns, if any, does this bring up for you about practices at your local agency?

How would you rate your local agency when assisting breastfeeding mothers requesting a breast pump?

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<th>Good</th>
<th>Average</th>
<th>Room for improvement</th>
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<tr>
<td>Quality of service</td>
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<td>Helpfulness of staff</td>
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<td>Promptness of staff</td>
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How would you rate your local agency when assisting breastfeeding mothers requesting formula?

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<td>Promptness of staff</td>
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What goals do you have for FY2020 for enhancing your local agency's practices and/or partnerships for supporting moms to meet their breastfeeding goals?

We have emailed the client breastfeeding referral handout (BF resource list) to our State Agency Partner.

○ Yes

○ No

We have emailed the staff breastfeeding referral protocol to our State Agency Partner.

○ Yes

○ No
Breastfeeding Help

Breastmilk is one of the most important gifts you can give your baby - and WIC is here to support you.

Revision date: [Insert date]

Local WIC Breastfeeding Resources

Breastfeeding Counselors

Texas Lactation Support Hotline
1-855-550-6667

Texas Lactation Support Centers

Mom’s Place – Austin
512-972-6700
Momsplace.org

Lactation Care Center – Dallas
214-670-7222
Lactationcarecenterdallas.com

Lactation Foundation – Houston
713-500-2800, option 1
Lactationfoundation.org

Lactation Care Center – McAllen
956-292-7711
Co.hidalgo.tx.us/LCCRGV

Lactation Care Center – San Antonio
210-207-7138
Sanantonio.gov/Health/HealthServices/SanAntonioLactationSupportCenter

Community Resources

Helpful Websites

General Info
Breastmilkcounts.com
TexasWIC.org
Kellymom.com

Breastmilk Donations
Texasmilkbank.org (Dallas)
Milkbank.org (Austin)

Medication Questions
Infantrisk.com
Ayuda con la lactancia materna

La leche materna es de los mejores regalos que puedes darle a tu bebé.
WIC te apoya para la lactancia.

Revision date: [Insert date]

Recursos locales de WIC para la lactancia materna

Consejeras de lactancia

Línea Directa de Texas de Apoyo a la Lactancia
1-855-550-6667

Recursos en la comunidad

Información general
Cadaonzacuenta.com
TexasWIC.org/es
Kellymom.com (contenido en inglés)

Donación de leche materna
Texasmilkbank.org/es (Dallas)
Milkbank.org/en-espanol (Austin)

Preguntas de medicación?
E-lactancia.org (elige ES para español)

Esta institución es un proveedor que ofrece igualdad de oportunidades.
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Staff Breastfeeding Referral Protocol (Per BF:1.0)

[Insert Local Agency Name] WIC Program Revision date: [Insert Date]

Protocol for staff when breastfeeding concerns are out of scope of practice.

Refer to Peer Counselor/Trained Breastfeeding Educators
[Insert names and phone numbers]

Refer to local agency’s IBCLCs or Designated Breastfeeding Expert (DBE)
[Insert names, credentials and phone numbers]

Staff Questions

Helpful Websites
Breastmilkcounts.com
TexasTenStep.org
TexasWIC.org
InfantRisk.com

State Staff
BF Coordinator - Noemi Hernandez
512-341-4579, Noemi.Hernandez2@hhsc.state.tx.us

PC Coordinator - Asia Sartor
512-341-4505, Asia.Sartor@hhsc.state.tx.us

Breast Pump Coordinator - Neesha Bukht
512-341-4584, Neesha.Bukht@hhsc.state.tx.us

Breast Pump Orders/Concerns - Letty DeLaRosa
512-341-4567, Leticia.Delarosa@hhsc.state.tx.us

Texas Lactation Support Centers

Houston-The Lactation Foundation
713-500-2800, option 1
Lactationfoundation.org

Dallas-Lactation Care Center
214-670-7222
Lactationcarecenterdallas.com

Austin-Mom’s Place
512-972-6700
Momsplace.org

McAllen-Lactation Care Center RGV
956-292-7711
Co.hidalgo.tx.us/LCCRGV

San Antonio-Lactation Care Center
210-207-7138
Sanantonio.gov/Health/HealthServices/SanAntonioLactationSupportCenter

If you are unable to contact anyone listed above, contact a Lactation Support Center or call Texas Lactation Support Hotline
855-550-6667
(The hotline is available 24 hours a day, 7 days a week, including holidays)
Staff Breastfeeding Referral Protocol (per BF:1.0)

[Insert Local Agency name] WIC Program
Revision date: [Insert date]

Client with breastfeeding concern

- Client presents at clinic
  - PC available
    - PC shall counsel mom
      - PC solves concern
      - PC unable to solve concern
  - No PC available
    - Nutritionist shall counsel mom
      - Nutritionist unable to solve concern

- Client calls into clinic
  - Forward call to local BF Warm Line
    - (xxx) xxx-xxxx
    - or Texas Lactation Support Hotline
      - (855) 550-6667
      - (Available 24 hours a day, 7 days a week, including holidays)

If WIC PC and/or WIC nutritionist are unable to solve BF problem/concern or out of scope, please REFER to local IBCLC:
[Insert local agency contacts (names, credentials and phone numbers)]

Additional Referrals

- Client’s Physician
- Houston-The Lactation Foundation
  - 713-500-2800, option 1
  - Lactationfoundation.org
- Dallas-Lactation Care Center
  - 214-670-7222
  - Lactationcarecenterdallas.com
- Austin-Mom’s Place
  - 512-972-6700
  - Momsplace.org
- McAllen-Lactation Care Center RGV
  - 956-292-7711
  - Co.hidalgo.tx.us/LCCRGV
- San Antonio-Lactation Care Center
  - 210-207-7138
  - Sanantonio.gov/Health/HealthServices/SanAntonioLactationSupportCenter

Helpful Websites

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  - 512-341-4584, Neesha.Bukht@hhsc.state.tx.us
- Breast Pump Orders/Concerns - Letty DeLa Rosa
  - 512-341-4567, Leticia.Delarosa@hhsc.state.tx.us
Guidance for Client BF Referral Handout Template

Use the templates provided to create your Client BF Referral handouts. These handouts should be kept up to date and given to all pregnant and breastfeeding participants. The handouts should be available in English and Spanish.

Client Referral Handouts must include:

- The contact information of your local agency’s peer counselors and IBCLC(s). Please insert this information in the indicated space of the template used. **Tip:** helpful to include languages spoken, hours of operation, and the time in which phone calls are returned.
- Any local community resources that are free of charge to WIC participants, e.g. hospital breastfeeding support, La Leche League, Baby Cafés, etc. Please insert this information in the indicated space of the template used. **Tip:** helpful to include languages spoken, hours of operation, and the time in which phone calls are returned.
- All Texas Lactation Support Centers provided in the template. (see sample below)
- Texas Lactation Support Hotline provided in the template. (see sample below)
- Helpful Websites provided in the template. (see sample below)
- Non-discrimination statement provided in the template.
- Revision date

<table>
<thead>
<tr>
<th>Texas Lactation Support Hotline</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-855-550-6667</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Texas Lactation Support Centers</th>
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</thead>
<tbody>
<tr>
<td><strong>Mom’s Place – Austin</strong></td>
</tr>
<tr>
<td>512-972-6700</td>
</tr>
<tr>
<td>Momsplace.org</td>
</tr>
<tr>
<td><strong>Lactation Care Center – Dallas</strong></td>
</tr>
<tr>
<td>214-670-7222</td>
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<tr>
<td>Lactationcarecenterdallas.com</td>
</tr>
<tr>
<td><strong>Lactation Foundation – Houston</strong></td>
</tr>
<tr>
<td>713-500-2800, option 1</td>
</tr>
<tr>
<td>Lactationfoundation.org</td>
</tr>
<tr>
<td><strong>Lactation Care Center – McAllen</strong></td>
</tr>
<tr>
<td>956-292-7711</td>
</tr>
<tr>
<td>Co.hidalgo.tx.us/LCCRGV</td>
</tr>
<tr>
<td><strong>Lactation Care Center – San Antonio</strong></td>
</tr>
<tr>
<td>210-207-7138</td>
</tr>
<tr>
<td>Sanantonio.gov/Health/HealthServices/SanAntonioLactationSupportCenter</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>Helpful Websites</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Info</td>
</tr>
<tr>
<td>Breastmilkcounts.com</td>
</tr>
<tr>
<td>TexasWIC.org</td>
</tr>
<tr>
<td>Kellymom.com</td>
</tr>
<tr>
<td>Breastmilk Donations</td>
</tr>
<tr>
<td>Texasmilkbank.org (Dallas)</td>
</tr>
<tr>
<td>Milkbank.org (Austin)</td>
</tr>
<tr>
<td>Medication Questions?</td>
</tr>
<tr>
<td>Infantrisk.com</td>
</tr>
<tr>
<td>E-lactancia.org (Spanish alternative)</td>
</tr>
</tbody>
</table>
Guidance for Staff BF Referral Protocol Template

Use one of the two templates provided to create your staff referral protocol. The protocol should be a quick reference guide for who staff should contact for breastfeeding questions or concerns that are beyond their own scope of practice or level of experience. All staff should have an up to date copy of the document or the document should be posted in at least one place, easily visible, and all staff shall be made aware of the location.

Protocols should include:

- The contact information of your local agency’s peer counselors and trained breastfeeding educators. Please insert this information in the indicated space of the template used.
- The contact information for your local agency’s DBE (IBCLC) or the approved DBE as designated in your state agency approved waiver plan. Please insert this information in the indicated space of the template used.
- All Texas Lactation Support Centers provided in the template. (see sample below)
- Texas Lactation Support Hotline provided in the template. (see sample below)
- Helpful Websites provided in the template. (see sample below)
- State Staff for Support provide in the template. (see sample below)
- Revision date

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### Texas Lactation Support Centers

**Houston-The Lactation Foundation**  
713-500-2800, option 1  
Lactationfoundation.org

**Dallas-Lactation Care Center**  
214-670-7222  
Lactationcarecenterdallas.com

**Austin-Mom’s Place**  
512-972-6700  
Momsplace.org

**McAllen-Lactation Care Center RGV**  
956-292-7711  
Co.hidalgo.tx.us/LCCRGV

**San Antonio-Lactation Care Center**  
210-207-7138  
Sanantonio.gov/Health/HealthServices/SanAntonioLactationSupportCenter

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### Support Resources

**Texas Lactation Support Hotline**  
(Available 24 hours a day, 7 days a week, including holidays)  
855-550-6667

**Helpful Websites**

- Breastmilkcounts.com  
- TexasTenStep.org  
- TexasWIC.org  
- InfantRisk.com  
- Texaslll.org

**State Staff**

BF Coordinator - Noemi Hernandez  
512-341-4579, Noemi.Hernandez2@hhsc.state.tx.us

PC Coordinator - Asia Sartor  
512-341-4505, Asia.Sartor@hhsc.state.tx.us

Breast Pump Coordinator - Neesha Bukht  
512-341-4584, Neesha.Bukht@hhsc.state.tx.us

Breast Pump Orders/Concerns - Letty DeLaRosa  
512-341-4567, Leticia.Delarosa@hhsc.state.tx.us