

## **WIC Grandma radio spot, 59 seconds**

In my long life I've seen many changes come and go, but one thing that remains the same is the importance of family. One thing that's always changing though is our awareness of how to best care for our children.

For example, turns out that breastfeeding is really good for our babies. It makes kids healthy and strong. It saves time and money since you don't have to prepare bottles or buy formula. And best of all it helps create that special bond between a mother and her baby, and that's a bond that lasts forever.

So I'm going to talk to my girls and make sure they breastfeed their little ones. [Laughter] They may think I'm butting in, but I know I'm right, as always.

Breastmilk, 100 percent natural ingredients. To learn how you can help your grandkids get the best start, call 1-800-942-3678. Free breastfeeding support is available for WIC participants. Brought to you by the Texas Department of State Health Services. [music – fade out]