

Memorandum

TO: WIC Regional Directors #08-106
WIC Local Agency Directors

FROM: Linda Brumble, Unit Manager (Original Signed)
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: August 22, 2008

SUBJECT: New Pumping for Premature Infant DVD

A new breastfeeding DVD, *Pumping Breast Milk for Your Premature Infant*, stock number DV0388, is now available. *Pumping Breast Milk for Your Premature Infant* was designed to teach mothers of sick or premature newborns how to establish a good milk supply using a breast pump. The program is in English and Spanish on one DVD and includes a bilingual version of the brochure, *Mother's Milk for Premature Infants*, stock number 13-46 as a DVD insert.



Your Baby Needs You:
Pumping Breast Milk
for Your Premature Infant

Su bebé la necesita:
Cómo extraer la leche materna
para su bebé prematuro

In addition to training mothers of premature or sick newborns on assembly, use, and cleaning of her breast pump and storage of her milk, the state agency strongly encourages all local agencies to follow this recommended protocol.

1. Cover the main content points of the brochure *Mother's Milk for Premature Infants*, stock numbers 13-46 and 13-46a
 - a. Why a mother's own milk is critical to her premature or sick newborn
 - b. Importance of skin-to-skin care
 - c. Pumping schedule
 - d. Who to call for help

2. Give a *Pumping Breast Milk for Your Premature Infant* DVD to reinforce the content points above.
3. Call the mom within 24-48 hours to see how pumping is going for her and continue to provide frequent follow up for as long as she is pumping.

Please order *Pumping Breast Milk for Your Premature Infant* the same way you order *To Baby with Love/The Comfortable Latch* DVDs.

1. Go to <https://medialinx.alliedvaughn.com/clients/portals/tdh/internalcart/>
2. Click on the “Enter Texas Department of State Health Services” link.
3. Select the DVD by clicking on “Add” then click “continue.”
4. Fill out your clinic information, then click “confirm.”
5. Enter your site number at the top of the page. In the quantity box, enter the number of **boxes of 30** you want. Click “Update Quantity” then click “Checkout.”
6. Verify that your order quantity is correct then click “confirm.” **Remember, the quantity shown on your order is the number of boxes of 30 you have ordered.** In this step you are verifying quantity only, not price. The price should always be zero.
7. Click on “Complete Order.”
8. You will receive an email confirming your order.

If you have questions regarding the new DVD, the brochure, or the DVD ordering process, please contact Tracy Erickson, WIC Breastfeeding Coordinator, at (512) 341-4521 or e-mail to tracy.erickson@dshs.state.tx.us or Lindsey Randall, Nutrition Education Consultant at (512) 341-4594, or e-mail to lindsey.randall@dshs.state.tx.us.