



Memorandum

#10-025

TO: Regional Medical Directors for
Health Service Regions 4/5, 6 & 5 South, 9/10 and 11
WIC Local Agency Directors

FROM: Linda Brumble, Unit Manager
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: March 12, 2010

SUBJECT: New materials to promote your peer counselors

Three new brochures, a flyer and business cards to help you promote your Peer Counselor Program have recently been shipped to you. These are the materials you pre-ordered in September, 2009. The materials convey both the intimacy of breastfeeding and the loving support mothers receive from their peer counselors. They extend an appeal that is sure to entice your clients and your community partners to call on your peer counselors for breastfeeding support. You will want to add your local agency contact information before distributing these brochures.

Brochures:

WIC Peer Counselors: The Support You Need to Successfully Breastfeed, stock number 13-06-13182, Spanish 13-06-13182a, is designed to let clients know who peer counselors are and how they can help. Your peer counselors will want to give this brochure to pregnant and breastfeeding moms. They can be added to the prenatal bags.



#10-025, New materials to promote your peer counselors

March 12, 2010

Page 2

Encourage Breastfeeding. Enrich Lives. Become a WIC Breastfeeding Peer Counselor, stock number 13-06-13181, Spanish13-06-13181a, invites your breastfeeding clients to consider applying for a peer counselor position. This brochure can be given to mothers you would like to recruit.



Texas Peer Counselor Program: The Support Your Patients Need for Breastfeeding Success, stock number 13-06-13180 informs health care professionals about how your breastfeeding peer counseling services can assist their patients. This brochure introduces hospital, doctor's office, or clinic nurses, and other health providers to your peer counselor services and invites them to refer mutual clients.



Physician's Flyer:

Breastfeeding: The Best Medicine You Can Prescribe, stock number 13-06-13183, encourages doctors to refer mutual clients to WIC peer counselors for breastfeeding support. This folds out to an 11 X 17 poster for the physician's office. This poster was sent to medical partners throughout the state in July as a part of the packet, *What Healthcare Providers Need to Know about the New WIC Packages*.

TEXAS WIC

Peer Counselor Program



When you talk, your patients listen, and as their healthcare provider, no one's input on breastfeeding is more important than yours. Your encouragement will help your pre- and post-natal patients choose to breastfeed.

Proven to Help Moms Successfully Breastfeed

WIC Breastfeeding Peer Counselors are carefully chosen for their own breastfeeding experience and are employed and professionally trained with Texas Department of State Health Services curriculum. Peer counselors are more than just support for your patients—they are your partners in helping and encouraging mothers to breastfeed.

Peer counselors

- Educate mothers on the benefits of breastfeeding
- Teach basic breastfeeding skills to new moms and share their own insight
- Make appropriate referrals to physicians, hospitals, lactation consultants
- Provide WIC clinic and phone consults and/or hospital and home visits

Enhance the expert care you provide. Refer mutual clients to professionally trained WIC Peer Counselors for free breastfeeding support.

#10-025, New materials to promote your peer counselors

March 12, 2010

Page 4

Business Cards:

Peer Counselor Business Cards, stock number 13-06-13179, introduce the new peer counselor logo and provides space for peer counselors to insert their names and phone numbers. The back of the card has the Mom’s Place hotline and the breastmilkcounts.com web address.



These materials outline the qualifications of peer counselors, and highlight the assistance and support they offer to pregnant and breastfeeding mothers. They also reinforce the “Breastfeeding Every Ounce Counts,” campaign with a motivational section outlining some of the benefits of breastfeeding for mothers and babies.

To replenish these materials, order from the WIC Warehouse using the *Texas WIC Materials Order Form* and fax it to Publications Coordinator, at (512) 341-4473.

If you have any questions or require additional information, please contact Jewell Stremmer, Peer Counselor Coordinator, at (512) 341-4593 or at Jewell.Stremmer@dshs.state.tx.us.