



Memorandum

#10-054

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: May 7, 2010

SUBJECT: WIC supports and promotes breastfeeding in the workplace

This memo serves as a reminder that WIC is a program that both supports and promotes breastfeeding in the workplace. Our job as WIC professionals is to provide our participants, as well as our staff, with the confidence needed to initiate and continue breastfeeding even when returning to work.

Supporting breastfeeding in the workplace is recognized as a national health priority. In fact, the draft Healthy People 2020 objectives include a call to increase the percentage of employers who have worksite lactation programs.

The State Agency strongly encourages local agencies to begin moving towards becoming Mother-Friendly Worksites (MFW). There are many State Agency staff available to assist local agencies through the application process. We recognize that every local agency is different and we are willing to accommodate special needs, such as applying for MFW designation one clinic at a time.

When writing your Mother-Friendly Worksite policies, it is important to allow flexibility with pumping as it is not appropriate and could be detrimental to put breastfeeding moms on strict pumping schedules. Because of variations in a mother's milk storage capacity and changing feeding patterns of the baby, putting a breastfeeding mom on a strict pumping schedule can put her at potential risk for losing her milk supply, premature weaning, and breast infections and abscesses.

A formal training and technical assistance program, part of a Federal grant to develop breastfeeding-friendly policies and environments, will be available to a limited number of WIC agencies beginning early this summer. Please contact Julie Stagg at (512) 458-7111, ext. 6917 or Julie.Stagg@dshs.state.tx.us for more information about participating in this program. Spaces are limited.

If additional assistance is needed or if you have questions or concerns, please contact Tracy Erickson, Texas WIC Breastfeeding Coordinator, Nutrition Education/Clinic Services Unit, at 512-341-4521 or Tracy.Erickson@dshs.state.tx.us; Lindsey Randall, Breastfeeding Promotion Nutritionist, Nutrition Education/Clinic Services Unit, at 512-341-4594 or Lindsey.Randall@dshs.state.tx.us; or Cristina Garcia, Breastfeeding Promotion Nutritionist, Nutrition Education/Clinic Services Unit, at 512-341-4583 or Cristina.Garcia@dshs.state.tx.us.