

Memorandum

#10-087

TO: WIC Regional Directors
WIC Local Agency Directors

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

DATE: June 30, 2010

SUBJECT: World Breastfeeding Month Materials – Distribution and hanging instructions

This memo serves as a follow up to the Memo #10-059, 2010 World Breastfeeding Month Theme and Materials: <http://www.dshs.state.tx.us/wichd/data10/10059.pdf>

Each local agency should expect to receive their World Breastfeeding Month (WBM) orders within the next few weeks. If your local agency did not place an order, an assigned quantity will be sent. As a reminder, a compiled list of new World Breastfeeding Month-related materials, descriptions, ordering details, and instructions are listed below:

- 2010 WBM Poster (*Stock no. 13-06-13394*) - A poster of babies wearing t-shirts with our *Breastmilk: Every Ounce Counts* logo that can be framed and hung up anywhere in the clinic to contribute to a warm, welcoming environment.



(Please note: Each set is made up of 2 posters, intended to be displayed side-by-side as shown above. There is only 1 stock number for this item.)

- Cut-out hanging displays - These unique cut-out displays can be hung from the ceiling or can be used on a bulletin board. These items were available in limited quantities and for one-time ordering only.



Hanging instructions:

1. Each shipping box is packaged with 5 displays, 5 hooks, and 5 clips with string.
 2. Attach a hook to each display by placing the hook on the top of the display. Hold the end with the loop. Using a cork-screw motion, drive the hook into position between the foam core.
 3. Thread the metal bar through the loop. For added security, loop the string around the base of the hook.
 4. Adjust the height of the display by unraveling the string.
 5. Clip the display onto the ceiling tile grid support.
- Stickers, stock no. 13-06-13393 – A great way to promote the *Every Ounce Counts* breastfeeding logo and resource website, www.breastmilkcounts.com



- The *Every Ounce Counts* posters, *License to breastfeed in public* pocket-sized cards, and the *Breastfeeding-Friendly Establishment* decals and business flyers are available to order via the online WIC Catalog.
- The *Breast milk Storage Guidelines* magnet, stock no. 13-06-11968 English and stock no. 13-06-11968a Spanish) has been revised to coordinate with our other campaign materials. It is also available to order via the online WIC Catalog.

All materials, except for the cut-out hanging displays, are available for ordering by faxing a request using the *Texas WIC Materials Order Form* to the Publications Coordinator at (512) 341-4473.

If you have any questions or require additional information, please contact Cristina García, Breastfeeding Promotion Nutritionist, at (512) 341-4583 or cristina.garcia@dshs.state.tx.us.