



Memorandum

#10-137

TO: WIC Regional Directors
WIC Local Agency Directors

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

DATE: October 13, 2010

SUBJECT: Pediasure Packaging Changes Handout for Fall 2010

You were recently informed that Pediasure, Pediasure with Fiber and Ensure will change from a shrink wrapped package to one with plastic rings and a handle. The new packages have begun to appear in Texas stores. The single bottles for Pediasure and Pediasure with Fiber are not yet available but are expected to appear in the near future.

Attached to this memo is a handout that may be used to help illustrate the packaging options for staff and participants. Please print copies as needed. Options for their use include but are not limited to:

1. Handouts for participants receiving one of these formulas. Provide along with benefit issuance during class appointments.
2. Counseling aid for staff when approving one of these formulas. Provide during certification or formula approval appointments.
3. Local agency staff training tool.

These handouts shall not be posted in the clinic or left out for participant pick up. They are to be targeted to current users of these formulas.

If you have questions or require additional information, please contact Cathy Plyler, Clinic Services Branch, at (512) 341-4577 or cathy.plyler@dshs.state.tx.us or Maricela Montoya, Clinic Services Branch, at (512) 431-4578 or maricela.montoya@dshs.state.tx.us.

Attachment

PEDIASURE PACKAGING CHANGES FOR FALL 2010



Old 6-pack shrink wrapped package



New 6-pack with plastic handle



New single bottle (vanilla only) available soon for both PediaSure and PediaSure with Fiber

- Participants may purchase either or both 6-packs (while available).
- The 6-packs can also be purchased in combination with single bottles.