



Memorandum

#11-013

TO: WIC Regional Directors
WIC Local Agency Directors

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

DATE: February 11, 2011

SUBJECT: New WIC Lactation Support Centers

This memo announces two new Texas WIC lactation support centers. Please share this information with all staff at your next staff meeting.

Texas now has three WIC Lactation Resource and Training Centers - Mom's Place in Austin, The Lactation Foundation in Houston, and the Lactation Care Center in Dallas. All three centers act as lactation resource centers for WIC families and health care providers and as training centers for WIC staff.

All WIC resource centers are available to any WIC family throughout the State. No referral protocols are required to send WIC families to these centers. We are encouraging all WIC clinics to utilize these centers to help mothers with breastfeeding difficulties. Many times in the busy clinic you may not have the time or the expertise to assist mothers with more complex situations. This is the purpose of the centers, to free up your clinics so you can work with the less difficult and time consuming cases.

A mother being seen at the lactation centers may receive a pump from the center, if it is part of her care plan. Agencies need to work with the centers to avoid the need for a participant to make an extra trip back to her clinic to pick up a pump and to ensure pumps are transferred into local agency inventory appropriately. Remember the early postpartum period is a very fragile time for the mother, and the more we can do together to decrease her anxiety and stress, the better her chances are for a positive breastfeeding experience.

The Houston Lactation Foundation began offering WIC staff Clinical Lactation Practicum opportunities via State awarded scholarships in January and the Dallas Lactation Care Center will be offering scholarships later this year. Dallas scholarships will be announced by memo at a later date.

Each center staffs a full-time Registered Nurse, International Board Certified Lactation Consultant (IBCLC). WIC staff should utilize the expertise of these professionals when faced with breastfeeding situations beyond their personal expertise or comfort level. The professional lactation staffs are available for any breastfeeding-related questions – from basic information to advanced lactation management. Please do not hesitate to contact them for assistance. Local agencies (LA) that do not have IBCLC's on staff should heavily utilize the professional guidance available at these centers. Local agency IBCLC's should utilize the lactation center professionals for second opinions or assistance with complicated situations. This information should be regularly communicated to new WIC staff in their first month of employment as part of new staff training on *BF:01.0, Procedure I*, LA protocol regarding whom to contact to answer participant's questions on breastfeeding. Please also add the new lactation centers to your local agency breastfeeding referral lists, (*BF:01.0, Procedure I, A, 5*).

Each center is also available as a resource for physicians, nurses and other health care professionals when lactation management guidance is needed. Be sure to share the contact information for all three lactation centers when performing health care provider outreach.

Lactation Foundation

2636 South Loop West #135

Houston, TX 77054

713-839-0527

877-550-5008

Email: Lactation.Foundation@uth.tmc.edu

<http://www.lactationfoundation.org/>

<http://www.facebook.com/lactationfoundation>

Lactation Care Center

2600 North Stemmons Freeway

Suite 188

Dallas, TX 75207

214-670-7222

1-855-550-6667

Email: LactationCareCenter@dallascityhall.com

http://www.dallascityhall.com/housing/lactation_center/index.html

Mom's Place

8701-B Research Boulevard (Hwy 183)

Austin, TX 78758

800-514-6667 (Leave a message after hours. Calls will be returned within 24 hours.)

512-719-3010

Email: MomsPlace@ci.austin.tx.us

<http://www.momsplace.org>

If you have any questions on the roll of the lactation centers, please feel free to contact Hellen Sullivan, Training Specialist, at (512) 341-4591 or hellen.sullivan@dshs.state.tx.us, or Tracy Erickson, WIC Breastfeeding Coordinator, at (512) 341-4521 or tracy.erickson@dshs.state.tx.us.