

## Memorandum

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**#11-051**

**TO:** WIC Regional Directors  
WIC Local Agency Directors

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

**DATE:** April 22, 2011

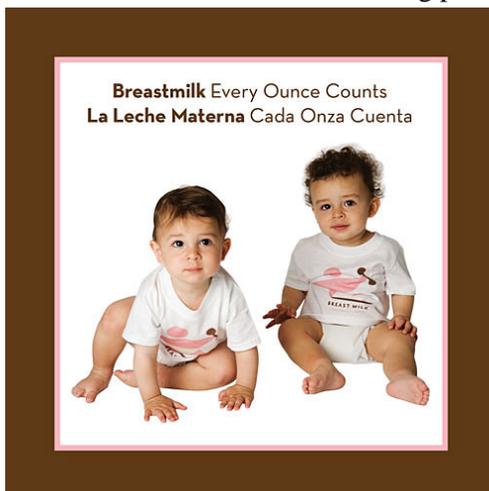
**SUBJECT:** World Breastfeeding Month Theme and Materials – Every Ounce Counts: Helping moms achieve their breastfeeding goals

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This year's World Breastfeeding Month theme is Every Ounce Counts: Helping Moms Achieve their Breastfeeding Goals. Since this theme compliments the 2009 & 2010 *Every Ounce Counts* campaigns, materials from both years are available for ordering on the Texas WIC catalog online. These items include:

- The 2010 WBM poster
- Every Ounce Counts logo and website stickers
- "Sing to Me" lullaby CDs
- The 2009 *Every Ounce Counts* poster series
- License to breastfeed in public pocket-sized cards
- Breastfeeding-Friendly Establishment decals and business flyers
- *Breast milk Storage Guidelines* magnet

Check out our latest breastfeeding promotion item: WBM photo cards



Similar to greeting cards with a photo insert, these cards provide a fun/personalized way to include participants in breastfeeding promotion. These cards can be given to participants at WBM celebrations, nutrition carnivals, or during counseling sessions. Participants can insert their own photo into the card to display in their homes or at their worksites. They serve as a great, portable incentive item for working moms who are pumping at work or school.

The WBM theme, *Helping Moms Achieve their Breastfeeding Goals*, will not be printed on any materials. Rather, it serves as a guide for WBM celebrations and clinic activities.

Please use the following link to order the new WBM photo cards: <http://www.surveymonkey.com/s/THR9HML>.

#11-051, World Breastfeeding Month Theme and Materials

April 22, 2011

Page 2

(NOTE: This survey only accepts one order per computer; if the link redirects you to the survey monkey's main page then an order has already been placed on that computer.)

The deadline to place your order for these photo cards is **Friday, May 13, 2011**. If you have trouble accessing the survey, copy/paste the address of the survey into your web browser address line and press enter. Be sure your computer allows access to Survey Monkey.

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](mailto:cristina.garcia@dshs.state.tx.us), or Tracy Erickson, WIC Breastfeeding Coordinator, at (512)341-4521 or [tracy.erickson@dshs.state.tx.us](mailto:tracy.erickson@dshs.state.tx.us).