



Memorandum

#11-132

TO: WIC Regional Directors
WIC Local Agency Directors

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

DATE: October 13, 2011

SUBJECT: Change in the WIC Online Catalog Process

This is to inform you that the WIC materials website has undergone recent modifications that directly affect Texas Ten Step (TTS) and Non-Texas Ten Step facilities. As of August 1, 2011, TTS-designated facilities are able to order only breastfeeding materials. In the past, they have had access to nutrition materials, but these are no longer available to them due to state budget restraints. These facilities will continue to have access to all PDFs listed in the online catalog, which they may print at their own cost.

Non-TTS hospitals and other entities like private clinics, doctors' offices and some community-based programs had been able to request materials be printed and shipped to them. However, they are now limited to a one-time order of 50 per month, and they continue to have unlimited access to self-printing from the PDFs.

Non-TTS hospitals are encouraged to apply for the TTS designation which will provide them with their own unique login when designation is confirmed. We have discovered that some local agencies (LAs) order for their local hospitals, especially if they utilize the Peer Counselor (PC) program. We are requesting that this practice be discontinued. This provides no incentive for the hospitals to become designated through the TTS program, and in addition, perpetuates the use of our materials and PCs without encouraging them to move toward designation or change in their practice.

The goal of TTS is to encourage hospitals to evaluate their maternity care practices, staff education and hospital policies. WIC wants to continue to collaborate with these facilities through the use of PCs while encouraging growth and change in breastfeeding practices. If you have been ordering for hospitals and feel like discontinuing the process will create a barrier, please inform the facilities that the ordering change is due to reductions in state funding and that as the WIC LA you will continue to provide the written resources to the WIC client. This should also reduce the duplication of materials which may occur when WIC clients receive WIC materials and information from both the hospital and the LA.

Thank you for your understanding in this matter.

If you have any questions or require additional information, please contact Veronica Hendrix, LVN, IBCLC, RLC, Texas Ten Step Coordinator, Nutrition Education/Clinic Services Unit, at (512)-341-4592 or Veronica.hendrix@dshs.state.tx.us.