



Memorandum

#12-034

TO: WIC Regional Directors
WIC Local Agency Directors

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

DATE: April 1, 2012

SUBJECT: Creative Peer Counselor Program Challenge

Calling all Peer Counselors, Peer Dads and Coordinators! We want to know what your agency is doing. Please submit a brief description of your Peer Counselor Program's unique and creative efforts. Here are some topic examples, but you are not limited to these topics.

- *After-hours breastfeeding support services*
- *Increasing breastfeeding initiation rates*
- *Increasing breastfeeding duration rates*
- *Relationship building with local hospitals and healthcare professionals*
- *Relationship building within the community*
- *Dad or grandparents involvement*
- *Addressing the challenges of bringing infants to work*
- *World Breastfeeding Day/Month*

The winners of this challenge will be announced at the Nutrition and Breastfeeding Conference Thursday, June 21. I will be asking some of the winners to speak on a panel at the conference. So many of you are doing great things and we want you to share them with the rest of the state.

All entries and questions should be submitted by **Friday, April 27, 2012** to:

Kristina Arrieta
Kristina.Arrieta@dshs.state.tx.us
(512)341-4593

If you have any question or require additional information about the Creative Peer Counselor Program Challenge, please contact Kristina Arrieta, Peer Counselor Coordinator, Nutrition Education/Clinic Services Unit, at (512) 341-4593 or Kristina.arrieta@dshs.state.tx.us.

Good luck!