



Memorandum

#12-081

TO: WIC Regional Directors
WIC Local Agency Directors

FROM: Mike Montgomery, Director
Nutrition Services Section

DATE: September 26, 2012

SUBJECT: All Agencies to be Mother-Friendly Worksites by End of FY 2014

Healthy People provides science-based, ten-year national objectives for improving the health of all Americans. For three decades, Healthy People has established benchmarks and monitored progress over time in order to encourage collaborations across sectors, to guide individuals toward making informed health decisions, and to measure the impact of prevention activities. Texas WIC has continually strived to meet Healthy People objectives and targets and is already exceeding the 2020 target of 81.9% of women initiating breastfeeding.

For the first time, Healthy People 2020 has added three process objectives to mark progress toward reducing those barriers shown to have the greatest impact on breastfeeding initiation, duration, and exclusivity. One of these new objectives is to increase the proportion of employers that have worksite lactation support programs. As a leader in breastfeeding promotion, Texas WIC will set the example for other employers across Texas by assuring that all Texas WIC locations are Texas Mother-Friendly Worksites (MFW). To this end, all WIC agencies should work to obtain MFW designation as soon as possible. By the end of FY 2014, agencies will be required to do this.

Texas MFW rules have recently changed making it easier than ever to become designated. Some of the previous requirements that presented problems (i.e. locking door, emphasis on a dedicated lactation room, etc.) have been removed. Any worksite that has a **written breastfeeding support policy** that provides employees with access to a private, non-bathroom location and flexible scheduling to accommodate milk expression breaks each time an employee has a need to express breast milk during the workday, access to a clean water source for cleaning hands and equipment, and access to hygienic milk storage alternatives (such as an employee's own cooler) may be eligible for the designation. In addition, worksites that provide additional supports may be eligible for the new silver- or gold- level designation.

The Texas Association of Local WIC Director's Breastfeeding Committee has offered to mentor any agencies desiring technical assistance in becoming MFW-designated. If you would like a mentor, please email Donna Sundstrom at Donna.Sundstrom@austintexas.gov.

If you have questions about the MFW rules or application process, please call Julie Stagg at 512-776-6917 or email her at julie.stagg@dshs.state.tx.us. Ms. Stagg will work with your local agency to streamline the application process so that all of your local agency worksites can easily be designated at the same time. If you have questions about the WIC requirement to become MFW-designated by the end of FY 2014, please call Tracy Erickson at 512-341-4521 or email her at tracy.erickson@dshs.state.tx.us.

Resources:

1. [Texas Administrative Code Register of Mother-Friendly Businesses Rules](#)
2. [Mother-Friendly Worksites Frequently Asked Questions](#)
3. Many additional helpful resources and guidance for building a comprehensive can be found at [Mother-Friendly Worksites](#).