



Memorandum

#14-056

TO: WIC Regional Directors
WIC Local Agency Directors

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

DATE: May 2, 2014

SUBJECT: 2014 Spring and Summer National Health Observances

Please find the national health and wellness observances for May, June, July, and August below. Some of the health and wellness observances listed below touch on subjects that are important to our participants, but do not have dedicated lessons, trainings, or materials. Please pass these messages on to your clients in your counseling or class sessions this spring and summer. If you see a need for your clients to learn more about these topics, consider working with your RD and state NE liaison to create lessons, materials, and/or child activities that will complement these observances.

May 2014

Better Sleep Month

www.bettersleep.org

National Mental Health Month

<http://www.mentalhealthamerica.net/may>

Women's Health Week (May 9-15)

Classes/lessons to offer participants:

- Get Your Groove on Mama PN-000-08
- Postpartum Grab Bag PN-000-09
- CCNE Diet and Women's Health PN-000-10
- What Can I Do Besides Eat PN-000-11
- CCNE: Pregnancy Top Ten Discussion MN-000-53
- CCNE: Breakfast Builds Better Bodies CF-000-32
- CCNE: Building Strong Blood NR-000-18
- Get Your Groove on Mama SP-000-30

Web lessons for participants:

- Healthy Eating, Healthy Pregnancy
- Preventing Anemia with Iron Rich Foods
- Cooking with Fruits and Vegetables
- Follow the Rainbow to Better Health with Fruits and Vegetables
- Whole Grains for Good Health

Materials for participants:

- Why Every Woman Needs Folic Acid 13-205
- Eat Well, Be Well 13-169
- Wake Up to the Benefits of Breakfast 13-06-13958
- Your Guide to Pregnancy 13-06-14098
- Stay Strong with Iron 13-67
- Breastfeeding and Returning to Work 13-06-11496
- Breastfeeding: A Natural Way to Better Health 13-06-12078
- Breastfeeding and Family Planning 13-101
- Breastfeeding Fact Sheet 13-162

Training for staff – Century Link:

- Benefits of Soy and WIC Soy Food Packages
- When the Client Leaves Your Clinic: How to Enable Healthy Behaviors in Unhealthy Nutrition Environments
- Identifying Participants at Risk for Anemia

National Physical Fitness and Sports Month

Classes/lessons to offer participants:

- CCNE: Zobey's Jungle Jive CH-000-22
- CCNE: Zobey's Barn Dance Party CH-000-23
- Get Your Groove On Mama PN-000-08
- Fit Families: Effortless Exercise GD-000-06
- The Adventures of Zobey Jungle Jive SP-000-31
- The Adventures of Zobey – Barn Dance Party SP-000-33
- Be Active, Feel Great SP-000-36

Web lessons for participants: Active Play and Your Child

Materials for participants: Keeping Their Spirits Up Helps 13-06-13781

Training for staff – Century Link:

- Help Your child Have a Healthy Weight
- Active Play and Your Child

June 2014

National Children's Day (June 8th)

Classes/lessons to offer participants:

- CCNE: Great Tips for Feeding Kids CF-000-26
- CCNE: Picky Eaters – Making Peace with Food CF-000-28
- CCNE: Give Your Child 10 Tasteful Gifts that Will Last a Lifetime CF-000-29
- CCNE: child Nutrition Top Ten Discussion
- CCNE: Zobey's Jungle Jive CH-000-22
- CCNE: Zobey's Barn Dance Party CH-000-23
- CCNE: Healthy Children, Healthy Smiles DH-000-07
- Breastfeeding Beyond the First Few Months SP-000-32

Web lessons for participants:

- Help Your child Have a Healthy Weight
- Smart Snacks
- Tips for Feeding 1-2 Year Olds
- Tips for Feeding 2-5 year Olds
- Active Play and Your Child

Materials for participants:

- Give Your Child 10 Tasteful Gifts 13-06-12900A
- Top 10 Ways to Grow Happy Kids 13-06-13782A
- Common Childhood Problems 1-5 years 13-125
- Help! My Child is a Picky Eater 13-18
- Breastfeeding Beyond 6 Months 13-06-13331

Training for staff – Century Link:

- How Children Develop Food Preferences
- Understanding Food Allergies

July 2014

UV Safety Month

www.healthfinder.gov

August 2014

**National Breastfeeding Month & African American Breastfeeding Week from August 24th
– 30th**

Classes/lessons to offer participants:

- Infant Feeding Cues BF-000-12
- CCNE A Mother's Guide to Breastfeeding BF-000-23
- CCNE Breastfeeding in Public – Anytime, Anyplace BF-000-36
- Breastfeeding and Returning to Work BF-000-37
- CCNE: Benefits of Breastfeeding (games) BF-000-38
- CCNE: Breastmilk – Every Ounce Counts! Benefits of Breastfeeding for Baby and Mom BF-000-39
- CCNE: The Importance of Skin-to-Skin Contact After Birth BF-000-40
- Breastfeeding Top Ten Discussion BF-000-50
- Breastfeeding – A True Superpower PB-000-09
- Anytime, Anyplace – Breastfeeding in Public SP-000-34

Web lessons for participants:

- How do I Know if I am Making Enough Milk
- How Should I Feed My New Baby?
- Feeding Your Infant from Birth to 6 Months

Materials for participants:

- License to Breastfeed 13-06-10830
- Breastfeeding and Returning to Work 13-06-11496A
- Making the Right Amount of Milk 13-06-12038A
- The Hospital Experience What to Expect and How to Make it Memorable 13-06-13120
- Not Just A Mom, A Super Mom 13-06-13780
- Breastfeeding and Family Planning 13-101
- Dad's Role in Supporting Breastfeeding 13-133
- Breastfeeding Fact Sheet 13-162
- Breastfeeding in Public 13-179
- Breastfeeding Guide: How to Get Off to a Great Start 13-220

Training for staff – Century Link:

- Anatomy of the Breast
- Physiology of the Breast
- Does Baby Eat What Mom Eats? Nutrition and Breastfeeding
- I Have Too Much Milk!
- Is Mom Producing Enough Milk?
- Telephone Counseling: What do You Say After You Say Hello?
- Texas Ten Step Program Marketing
- Texas Ten Step Program Overview

If you have any questions or need additional information, please contact Mandy Seay, RD, LD, CDE, Nutrition Education Consultant, at (512) 341-4516 or mandy.seay@dshs.state.tx.us.