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# 14-088

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

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

**DATE:** July 10, 2014

**SUBJECT:** New Breastfeeding Support Guidelines Lesson

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A new breastfeeding support guideline lesson, **BF-000-51 CCNE: Breastfeeding: It's Only Natural – New Mom Discussion Group**, is now available at:

<http://www.dshs.state.tx.us/wichd/nut/bflessons-nut.shtm>.

This motivational and educational client-centered nutrition education lesson uses the [\*It's Only Natural\*](#) National Campaign and targets African American families. It engages participants and promotes learning through group discussions and other activities. This lesson plan can be used for discussions with African American participants during the African American Breastfeeding Week to be held on August 24 – 30, 2014.

If you have any questions, please contact Faith Njoroge, at 512-341-4575 or [faith.njoroge@dshs.state.tx.us](mailto:faith.njoroge@dshs.state.tx.us).