



Memorandum

#15- 038

TO: WIC Regional Directors
WIC Local Agency Directors

FROM: Amanda Hovis, Director
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: March 24, 2015

SUBJECT: National Breastfeeding Month

National Breastfeeding Month

Every August, Texas WIC highlights the importance of promoting, protecting, and supporting breastfeeding by celebrating National Breastfeeding Month (NBM). This August, Texas WIC, will be adopting the World Alliance for Breastfeeding Action World Breastfeeding Week theme ***Breastfeeding and Work - Let's Make it Work!*** This year's theme is focused on recognizing and promoting lactation support at the work place.

Please visit the 2015 NBM webpage at <http://www.dshs.state.tx.us/wichd/bf/bf1.shtm> for more details on suggested activities and materials.

In anticipation of the NBM celebration activities, the Breastmilk Storage Guidelines magnets, Stock Number 13-06-11968/A are available to order. These magnets may be given to participants at breastfeeding celebrations, health fairs, or during counseling sessions.

Please use the following link to order magnets **no later than Friday, April 10th, 2015:** <https://www.surveymonkey.com/s/PreOrderMagnet>. Complete a survey for each clinic site you would like the magnets to be shipped to, and order enough magnets for a 3 month supply.

If you have any questions or require additional information, please contact Faith Njoroge, Breastfeeding Promotion Consultant, at (512) 341-4575 or Faith.Njoroge@dshs.state.tx.us