



# TEXAS WIC PROGRAM

Department of State Health Services  
Food Issuance and Redemption Services Unit - MC 4554  
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This notice is to inform you of a new resource being made available to all DSHS clients, including WIC clients. The Texas Department of State Health Services (DSHS) has recently become an outreach partner of the Text4baby campaign and has assumed the role of lead outreach partner. Text4baby is a program developed by the national Healthy Mothers Healthy Babies Coalition and made possible through a public-private partnership that allows pregnant women and mothers of infants to receive free informative and supportive text messages until their child's first birthday. The service is available in English and Spanish. The mother receives an average of two to three text messages per week on topics timed appropriate to her due date or her child's date of birth.

As lead outreach partner for the state, DSHS will act as a point of contact for new outreach partners and as a resource for existing partners. We would like to take this opportunity to invite your store to join us as a partner.

**How you can participate in Text4baby:** DSHS encourages all partner organizations that serve women and children in the state (including grocery stores) to become outreach partners of Text4baby. The process is described in detail on the website at [www.text4baby.org](http://www.text4baby.org). But, put simply, grocers could participate in one or more of the following:

- At the most basic level, we would simply ask that you authorize DSHS to cite your Store's Name/logo as a sponsor for this program on literature and/or posters to be developed by the State.
- We would also ask you to consider placing flyers about the Text4baby initiative, supplied by the state, in the grocery bags of women shoppers in your stores.
- You will also be offered the opportunity to order free Text4baby promotional materials in bulk or have access to the electronic files so you can customize them with your organization's brand. Such materials would be suitable for distribution by your store and related posters might be considered for hanging in your store.
- Finally, the WIC Program has produced a camera ready PDF file photo related to Text4baby that could be used to imprint grocery bags. Use of this photo for such purposes would be greatly appreciated.

## Plan for the state

DSHS is in the process of rolling out the campaign internally to its many programs, including the WIC Program. DSHS will work closely with DSHS contractors, existing outreach partners and other state agencies. DSHS contractors across the state are affiliated with community organizations and private industry and it is hoped that this strategy will allow partnership in the state to expand and the numbers of enrollees to grow rapidly in a short time period.

The point of contact within DSHS for the Text4baby program is Aisling McGuckin in the Office of Title V and Family Health. Organizations wishing to learn more about the program should contact Ms. McGuckin at [titleV@dshs.state.tx.us](mailto:titleV@dshs.state.tx.us) or (512) 776-2746. More information is available on the DSHS website at <http://www.dshs.state.tx.us/mch/text4baby.aspx>.

If you would prefer to correspond directly with someone in the WIC Program about your store's possible involvement, the point of contact is Matt Harrington who can be reached at [matt.harrington@dshs.state.tx.us](mailto:matt.harrington@dshs.state.tx.us) or (512) 341-4400 extension 4515.