Memorandum

#21-061

TO:    WIC Regional Directors
       WIC Local Agency Directors

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

DATE:  June 21, 2021

SUBJECT:  Interim Procedure for When Prenatal Breastfeeding Bags Are Not Available

The purpose of this memo is to clarify interim guidance for what to provide pregnant participants when prenatal breastfeeding education bags are unavailable or temporarily out of stock at the local agency.

Policy BF:1.0 currently states: “When preassembled bags are not available, each pregnant participant should be given a breastfeeding DVD (stock no. DV0057), a Dad/Partner brochure, and a Grandparent brochure at minimum, in the appropriate language in lieu of a preassembled bag.”

Policy BF:1.0 is being revised and will have the DVD requirement removed.

Interim guidance:
Effective immediately, clients who are unable to receive a prenatal breastfeeding education bag at the pregnancy certification should receive, at minimum:

  Breastfeeding Guide: How to Get off to a Great Start (#13-220/A)
  A Man’s Guide to Breastfeeding Support (#13-53/A)
  From One Generation to Another: A Grandmother’s Guide to Breastfeeding (#13-06-11288/A)

Local agencies are no longer required to provide a DVD. However, the DVD The Mom Team Presents: What to Expect with Your New Baby (stock number DV0001) is available for ordering through the catalog and local agencies may continue to provide these if they wish.
When a local agency is out of stock of prenatal education bags, they may contact Letty De La Rosa lericia.delarosa@hhs.texas.gov to discuss an interim order.

For questions or concerns regarding breastfeeding policy, please email Noemi Hernandez at Noemi.Hernandez2@hhs.texas.gov.