



Memorandum

#10-016

TO: Regional Medical Directors for
Health Service Regions 4/5, 6 & 5 South, 9/10 and 11
WIC Local Agency Directors

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

DATE: February 26, 2010

SUBJECT: *Using Loving Support to Grow and Glow in WIC training*

This memo announces an exciting new training resource that Breastfeeding Coordinators, Peer Counselor Coordinators and Training Coordinators can use to supplement current WIC staff breastfeeding training, to supplement existing Peer Counselor training, and to educate WIC participants. Please share this memo with your breastfeeding promotion staff.

A very abbreviated version of *Using Loving Support to Grow and Glow in WIC train-the-trainer course* will be offered as a pre-conference session the morning of April 6, 2010, the first day of the annual WIC Nutrition & Breastfeeding Conference. Participants will receive a comprehensive train-the-trainer notebook to use at their local agency as well as many new ideas for enhancing breastfeeding education among WIC staff, WIC participants and the general community.

Using Loving Support to Grow and Glow in WIC was designed by the United States Department of Agriculture to help ensure that all WIC staff attains a level of proficiency in the skills required to promote and support breastfeeding in WIC local agencies. Current participant-focused priorities in WIC, including the Value Enhanced Nutrition Assessment (VENA), Client-Centered Nutrition Education (CCNE) and our new WIC food packages, challenge WIC agencies to assure that staff at all levels are competent in breastfeeding knowledge and they understand their role in supporting new breastfeeding families. This curriculum provides basic competencies for staff and assists them in understanding and acting on their important role as part of the family's circle of care.

How each local agency decides to use the training is up to them. The curriculum was designed to be used in full or in parts to best suit the needs of each local agency. The curriculum can be used to provide:

- Basic breastfeeding education for WIC staff
- Annual FUN breastfeeding updates for all WIC staff
- Monthly Peer Counselor updates
- Activities for World Breastfeeding Month celebrations

While the curriculum was developed to train WIC staff, there are many ideas that can be incorporated into participant & community education venues such as:

- VENA
- CCNE
- CA and Peer Counselor individual counseling on breastfeeding
- Pregnant group classes on breastfeeding
- Breastfeeding support group meetings
- Community-based World Breastfeeding Month celebrations & presentations

The State Agency highly recommends that either your Breastfeeding Coordinator or another local agency staff in lieu of the Breastfeeding Coordinator attend this exciting pre-conference session. To register for 2010 WIC Nutrition & Breastfeeding Conference and pre-conference sessions, please visit www.wicconference.com. If you have questions about the *Using Loving Support to Grow and Glow in WIC* training, please contact Tracy Erickson, WIC Breastfeeding Coordinator, at (512) 341-4521 or at tracy.erickson@dshs.state.tx.us.