



Memorandum

#10-144

TO: WIC Regional Directors
WIC Local Agency Directors

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

DATE: October 29, 2010

SUBJECT: Addition to Prenatal Breastfeeding Education Bags

This memo is to announce the addition of the *Sing to Me* lullaby CD to the Prenatal Breastfeeding Education bags. Nine of the sixteen songs on the CD include messages about the health and emotional advantages of breastfeeding for moms and babies. The CD has been added to the bags to help reinforce the messages of the Breastmilk, Every Ounce Counts campaign. A brief mention of the CD when covering bag contents is adequate, such as “this lullaby CD is for your entire family to enjoy.”

If you have questions or require additional information, please contact Tracy Erickson, WIC Breastfeeding Coordinator, Nutrition Education/Clinic Services Unit, at (512) 341-4521 or email to tracy.erickson@dshs.state.tx.us.