



Memorandum

#11-030

TO: WIC Regional Directors
WIC Local Agency Directors

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

DATE: March 11, 2011

SUBJECT: *New Breastfeeding Materials Now Available*

This memo announces the availability of new breastfeeding promotion materials offered via WIC Works. The campaign, “Breastfeeding: A Magical Bond of Love,” was developed by USDA to provide WIC staff with culturally appropriate tools to effectively communicate with Hispanic participants about the benefits of breastfeeding. These materials were field tested very well (including TX focus groups) with WIC participants. The video is presented in a “novela”-style format.

- The campaign materials include a video & staff guide, brochures (for moms, dads, and grandmothers), and a poster printed in 2 sizes. All materials can be previewed or downloaded at the following website:
http://www.nal.usda.gov/wicworks/Learning_Center/support_bond.html
- Local agencies interested in using the “Breastfeeding: A Magical Bond of Love” materials can order directly from WIC Works using the following order form:
<http://www.fns.usda.gov/wic/Breastfeeding/MagicalBondOrderForm.pdf>

If you have any questions or require additional information, please contact Cristina Garcia, Breastfeeding Promotion Nutritionist, at (512) 341-4583 or cristina.garcia@dshs.state.tx.us, or Tracy Erickson, WIC Breastfeeding Coordinator, at (512) 341-4521 or tracy.erickson@dshs.state.tx.us.