



Memorandum

#11-114

TO: WIC Regional Directors
WIC Local Agency Directors

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

DATE: September 2, 2011

SUBJECT: *2011 Infant Feeding Practice Survey*

It's time to prepare for the 2011 Texas WIC Infant Feeding Practice Survey! This year's survey is new and improved based on the valuable input provided by the Texas Association of Local WIC Directors and a thorough review of the last survey's findings. Based on your feedback, this year's administration will spread surveys across multiple clinics in each Local Agency (LA) instead of being limited to just one clinic per LA. The number of surveys assigned to each clinic was chosen based on the number of infants served. Each clinic that served thirty or more infants in April and May will be assigned surveys.

Results from the survey will provide you with rich data to help support client education efforts and your annual Breastfeeding Promotion and Support Plan. This survey is also an important tool in evaluation of the food package changes and the Every Ounce Counts Campaign, and it provides data to assess our WIC population's experiences with many of the actions proposed in the Surgeon General's Call to Action to Support Breastfeeding.

Survey administration will begin September 12, 2011. Preprinted surveys will arrive at each LA's administrative offices by Federal Express during the first week of September. Administrative office staff for each LA will be responsible for distributing the surveys to the appropriate clinics prior to September 12. Each clinic's surveys will be prepackaged in a package that is labeled with that clinic's information.

Please be on the lookout for a series of emails about the *2011 Infant Feeding Practice Survey* (IFPS) that you may need to respond to. The first IFPS email went out August 30 and required a response from all LAs.

Please communicate the importance of this survey and clinic participation to the clinic supervisors in your LA. Your assistance in preparing clinic staff to anticipate this survey will be instrumental in its success.

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