

## Memorandum

#11-145

**TO:** WIC Regional Directors  
WIC Local Agency Directors

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

**DATE:** November 17, 2011

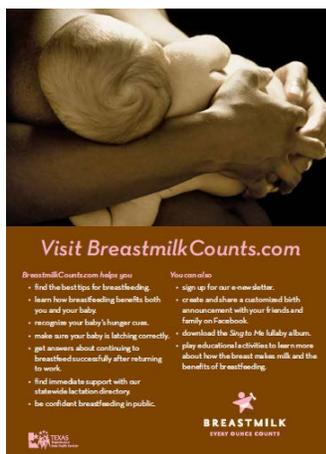
**SUBJECT:** BreastmilkCounts.com Promotional Materials

Recent focus groups of WIC moms found that almost none of them were familiar with [www.breastmilkcounts.com](http://www.breastmilkcounts.com). In an effort to further promote the website to WIC families, two new promotional items have been developed. Materials include a 5 x 7 card and a matching 11 x 17 poster. Both the card and poster are English on one side and Spanish on the other side.

Cards can be inserted into prenatal breastfeeding education bags prior to or during bag issuance. The card will eventually replace the *Sing to Me* lullaby CD in the prenatal breastfeeding education bags. However, those bags have not been assembled and will not ship to clinics until July 2012 at the earliest. Lullaby CDs will remain available in the WIC catalog.

Please place orders for these new items by November 30, 2011, using the following link:  
<http://www.surveymonkey.com/s/W53JGNW>

Orders will be shipped and the new items will be added to the WIC catalog in early 2012.



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