



## Memorandum

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**#13-025**

**TO:** WIC Local Agency Directors

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

**DATE:** March 11, 2013

**SUBJECT:** New Info-graphic Available as a Downloadable PDF file on the WIC Catalog

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The new info-graphic, *Department of State Health Services, Moving Birthing Facilities Toward Recommended Practices in Infant Nutrition and Care* (Stock #E13-06-14037) is available now as a downloadable PDF file from the WIC catalog. The two-page, double-sided handout provides a visual representation of the DSHS breastfeeding initiatives and resources that are available to assist and support birthing facilities in Texas to improve their maternity practices and care. Additional information includes:

- Brief descriptions of each DSHS initiative, as well as information on the Baby Friendly Hospital designation through Baby Friendly, USA;
- Ideas and strategies that community organizations, coalitions, and local WIC agencies can participate in to support the birthing facility's efforts to improve care;
- Links to multiple national initiatives that call for improvements in maternity care practices, and;
- Major health professional organizations' policies and position statements on breastfeeding promotion.

This new info-graphic may be used by WIC local agencies in community outreach efforts, as well as educating health care providers on the support available through DSHS. Information in this tool can also be used by community health organizations, coalitions, and other breastfeeding support staff to increase buy-in for breastfeeding support services, marketing of evidenced-based resources, and general education.

If you have questions or require additional information about this new material or how to utilize it, please contact Veronica Hendrix, LVN, IBCLC, RLC, Texas Ten Step Program Coordinator, at 512-341-4592 or [Veronica.Hendrix@dshs.state.tx.us](mailto:Veronica.Hendrix@dshs.state.tx.us).