



Memorandum

14-045

TO: WIC Regional Directors
WIC Local Agency Directors

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

DATE: April 10, 2014

SUBJECT: 2014 Texas WIC Nutrition & Breastfeeding Conference (NBF)

The **2014 Texas WIC NBF Conference** will be held from June 30, through July 2, 2014 at the Hilton Austin Downtown.

The Surgeon General's 2011 National Prevention Strategy serves as the guiding initiative for the conference theme, *Texas WIC: Answering the Call to Action*. Four identified directions of this call to action include:

- Healthy and Safe Community Environments
- Clinical and Community Preventive Services
- Empowered People
- Elimination of Health Disparities

Texas WIC answers this call to action everyday through our efforts to improve nutrition, increase activity and healthy living, increase support for breastfeeding and reduce health disparities.

Pre-conference workshop:

A pre-conference workshop will be offered on Baby Behavior. Dr. Jane Heinig, Ph.D., IBCLC, will teach Texas WIC staff about the art of recognizing and responding to a baby's cues. The workshop will explain normal infant behavior including crying, sleeping, signs of hunger and fullness, and how to recognize when baby wants to play or when they need something to be different. Common misconceptions about newborn behavior and how parents cope with stress will also be discussed.

This workshop is the kickoff to a statewide train-the-trainer *Baby Behavior Campaign for Texas WIC*. We recommend that at least one representative from each agency attend. The workshop is ideal for those who provide training in their agency, such as Training Coordinators, Directors, or NE/BF Coordinators. After Dr. Heinig's presentation, attendees will receive training materials and will be responsible for providing Baby Behavior training to their Local Agency staff. Due to a limited number of spaces, please limit attendees to no more than three per Local Agency.

We hope that you will also answer the call for the Poster Session and picture sharing!

Poster Session:

Local WIC Agencies are invited to participate in the 2014 NBF Conference Poster Session. Create a poster that demonstrates your WIC agency's commitment to "Answering the Call to Action" through improving nutrition, increasing activity and healthy living, and by supporting breastfeeding. Take this opportunity to showcase how your WIC agency is empowering Texans to live healthier!

Send us your pictures!

To set the stage for this year's theme, the 2014 NBF Conference will open with an inspiring, upbeat presentation to recognize and to celebrate the many ways Local Agencies are "Answering the Call to Action." How does your staff improve nutrition for WIC clients and the community? How does your WIC clinic support breastfeeding? Show us the many ways you have increased activity and practice healthy living! Send us your pictures illustrating how your staff already answers the call to action.

To submit your pictures, follow these simple steps:

- 1) Select your favorite pictures and make sure they are in .JPEG format.
- 2) E-mail them to answerthecallnbf@gmail.com.
- 3) Submit your pictures no later than May 30, 2014.

We look forward to sharing information and strategies that help improve the lives of our participants and their families. See you there!

For more information regarding registration please visit the WIC NBF website at <http://www.wicconference.com> or contact Lisa Rankine at lisa.rankine@dshs.state.tx.us or at (512) 341-4582.