

## Memorandum

#14-054

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

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

**DATE:** May 2, 2014

**SUBJECT:** Revised Materials for 2014's National Breastfeeding Month

As a reminder, this year Texas WIC is recognizing August 2014 as **National Breastfeeding Month**. The **2014 National Breastfeeding Month** theme for Texas was adopted from the World Alliance for Breastfeeding Action (WABA) theme, **BREASTFEEDING: A Winning Goal for Life!** Additionally, Texas WIC is celebrating African American Breastfeeding Week during the last week of August. In anticipation of the August celebrations, revisions were made to the *Breastmilk Storage Guidelines* magnets, Stock Number 13-06-11968/A (see below).



**TIPS FOR STORING BREASTMILK**  
EVERY OUNCE COUNTS

- Breastmilk can be stored in a plastic or glass bottle with a light-fitting lid, or in a heavy-duty sterile, sealable bag.
- Store breastmilk in amounts that you use every day.
- Label the containers with the date the milk was pumped and your baby's name.
- Thaw breastmilk in the refrigerator or by placing the container under warm water.
- Never microwave or boil breastmilk.
- Do not refreeze breastmilk once it has been thawed.

BREASTMILK STORAGE GUIDELINES	Best used within	Still safe to use within
Insulated cooler bag	24 hours	24 hours
Refrigerator	3 days	5 days
Freezer section inside a refrigerator	2 weeks	2 weeks
Freezer with a separate door or deep freezer	6 months	12 months

breastmilkcounts.com

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**CONSEJOS PARA GUARDAR LA LECHE MATERNA**  
CADA ONZA CUENTA

- La leche materna se puede guardar en una botella plástica o de vidrio con una tapa apretada o en una bolsa fuerte esterilizada y sellable.
- Guarde la leche materna en las cantidades que usa todos los días.
- Marque los recipientes con el nombre de su bebé y la fecha en que se extrajo la leche.
- Descongele la leche materna en el refrigerador o ponga el recipiente bajo un chorro de agua tibia.
- Nunca hierva ni ponga la leche materna en un horno microondas.
- No vuelva a congelar la leche materna después de descongelarla.

PAUTAS PARA GUARDAR LA LECHE MATERNA	Mejor usarla dentro de	Todavía se puede usar dentro de
Bolsa hielera aislante	24 horas	24 horas
Refrigerador	3 días	5 días
Congelador dentro del refrigerador	2 semanas	2 semanas
Congelador con puerta separada o ultracongelador	6 meses	12 meses

lechematernacuenta.com

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These magnets may be given to participants at breastfeeding celebrations, carnivals, or during counseling sessions. Please use the following link to pre-order the new *Breastmilk Storage Guidelines* magnets: [https://www.surveymonkey.com/s/PreOrder\\_Magnet](https://www.surveymonkey.com/s/PreOrder_Magnet). Orders may be adjusted based on supply and demand.

If you have trouble opening the survey, copy and paste the survey address into your web browser address line, then press enter. Be sure your computer allows access to Survey Monkey. Please note that the survey will accept only one order per computer; if the web site redirects you to the Survey Monkey's main page, then an order has been placed already on that computer.

The deadline to place your Local Agency order for *Breastmilk Storage Guidelines* magnets is **Friday, May 9, 2014**. Other breastfeeding promotional and educational materials needed for August events are available for ordering as needed from the Texas WIC catalog online.

If you have any questions or require additional information, please contact Lindsey Randall, Breastfeeding Promotion Nutritionist, at (512) 341-4594 or [lindsey.randall@dshs.state.tx.us](mailto:lindsey.randall@dshs.state.tx.us).