



August is
*National
Breastfeeding Month*

Promoting Breastfeeding and Making a Difference

“While we work hard at Texas WIC to promote breastfeeding every day, we really enjoy putting extra emphasis on the importance of encouraging, protecting, and supporting breastfeeding in the month of August, also known as National Breastfeeding Month.

We start the issue, on page 4, discussing this year’s theme, *BREASTFEEDING: A Winning Goal – For Life!* Here you’ll learn how breastfeeding doesn’t just benefit mom and baby, but also fathers, communities, employers, and the environment. Additionally, you’ll find more information on African American Breastfeeding Week – which we celebrate in the last week of August.

On page 11, we are proud to show what several local agencies did to celebrate last year. Activities range from participating in the *Big Latch On*, fairs and expos, special guests, and more! What will you do this year?

However you decide to honor National Breastfeeding Month, know that your efforts will be reinforced by the online, outdoor, television, and radio advertisements for the *Breastmilk: Every Ounce Counts* campaign airing throughout the state this summer.

Even though this month is about celebrating, we understand obstacles often arise. On page 8, two brave WIC employees share the barriers they faced when trying to breastfeed their own babies. Despite complications, both succeeded and found the experience made them better counselors. For staff who face challenges to providing breastfeeding assistance (no IBCLC on staff or clients are unable to travel), remember The Lactation Support Centers in Texas are great resources that provide services to

all Texas WIC mothers at no charge. Get more details on page 10.

As you celebrate with your staff and clients this year be proud and know that you are part of the reason more women are choosing to breastfeed and are breastfeeding longer. You are making a difference — one family at a time.

For National Breastfeeding Month resources, suggested activities, and ways to increase attendance and participation visit <https://www.dshs.state.tx.us/wichd/bf/2014WBM.aspx>.

For more information on the *Breastmilk: Every Ounce Counts* campaign, visit <http://www.breastmilkcounts.com/our-new-campaign.html>.



From the Texas WIC Director

- Lindsay Rodgers



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If you would like to write an article, please request subject approval and our writer's guidelines prior to writing the article. Keep in mind that each *Texas WIC News* issue is planned five months in advance. Articles submitted will be considered, but not guaranteed for publication.



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Breastfeeding: A Winning Goal *for Life!*



by Faith Njoroge, M.S.
Breast Pump Coordinator

Every year during the month of August, Texas WIC has historically joined a campaign to increase public awareness of breastfeeding, by celebrating World Breastfeeding Month. However, since different parts of the world celebrate Breastfeeding Month during different times of the year, Texas WIC now officially recognizes August as National Breastfeeding Month. Texas WIC National Breastfeeding Month activities will focus on highlighting how breastfeeding impacts health for life, and springboards from the World Alliance for Breastfeeding Action 2014 breastfeeding month theme: BREASTFEEDING: A Winning Goal – for Life!

Breastfeeding is recognized as the best source of nutrition for most infants. The Agency for Healthcare Research and Quality published a summary of study reviews on breastfeeding and maternal and infant health outcomes in developed countries, and the report further confirmed the many health benefits of breastfeeding (Ip et al, 2009). Not only does breastfeeding impact the health of the mother

and the baby, the health benefits of breastfeeding can also be realized by dads, employers, the community and environment with which mother and baby interact.

Health Impacts of Breastfeeding

Babies – Breastfeeding has many health benefits for babies. Mom's milk contains special growth factors that help babies grow and promote brain development. Mom's milk also contains disease-fighting substances that help strengthen baby's immune system thus reducing baby's risk of diarrhea, ear infections, and lower respiratory tract infections. And because mom's milk is 100 percent natural, it is easily digested and meets all the baby's nutritional needs. Breastfed babies are also at a lower risk of allergic reactions and asthma, Sudden Infant Death Syndrome, childhood leukemia, cardiovascular disease, obesity, and diabetes (Ip et al, 2009).

Moms – Research has shown there are significant risks to a mother's health when she does not breastfeed. Moms who don't breastfeed are at increased risk of developing breast and ovarian cancer, diabetes, cardiovascular disease, and postpartum depression. For those who do breastfeed, the health benefits stay with the mother for years to come. Breastfeeding also burns up to 600 calories a day which can help moms lose weight and return to their pre-pregnancy weight faster.

Dads – Proud dads want happy and healthy families. Exclusively breastfed babies get sick less often, saving money from lost work hours and medical costs.

Communities – The decision to breastfeed is more than a personal or family matter and affects the entire community. Research shows that if 90 percent of families breastfed exclusively for six months, nearly 1,000 deaths among infants

could be prevented. The United States could save an estimated \$13 billion per year in medical care costs from infant sick care visits, hospitalizations, and medicines (Bartick, 2010).

A recent study exploring the impact of breastfeeding on maternal health found that the low breastfeeding rates in the United States may cause as many as, “4,981 excess cases of breast cancer, 53,847 cases of hypertension, and 13,946 cases of myocardial infarction” (heart attacks) each year. The authors also found the increased burden of disease from suboptimal breastfeeding increased medical costs, amounting to, “\$734 million in direct costs and \$126 million in indirect costs.” (Bartick, 2013)

Employers – Breastfeeding is positively associated with disease prevention and health promotion. Studies have shown that employers who support breastfeeding employees at their worksites report overall reduced health-care costs, lower sick day rates, increased employee retention, improved employee self-confidence and increased productivity.

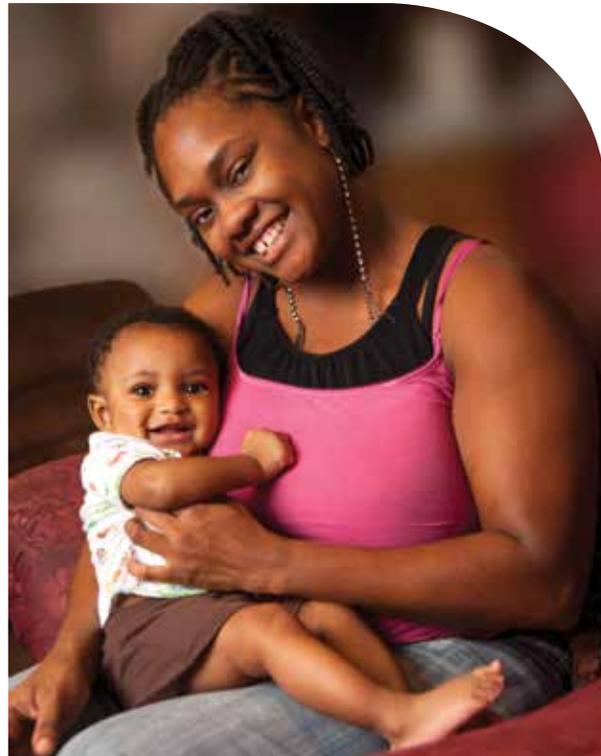
Environment – Breastmilk is the most natural food available to humans. It is produced and delivered to the consumer without any pollution. Breastmilk uses no natural resources and does not generate any waste. It does not require any form of packaging or shipping, and thus reduces the effect of potential environmental pollution.

For more National Breastfeeding Month information and activity ideas, visit the 2014 National Breastfeeding Month webpage at <http://www.dshs.state.tx.us/wichd/>.

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African American Breastfeeding Week



African American Breastfeeding Week is a concept that was launched last year by nationally recognized African American breastfeeding supporters to celebrate African American mothers and babies, and promote and support breastfeeding among the African American communities. It is celebrated the last week of August. Despite an increase, Texas WIC African American breastfeeding initiation rates of 73.8 percent still lag behind compared to 80.7 percent for Whites and 85.8 percent for Hispanics. Studies show that African American babies are more likely to die from asthma and sudden infant death syndrome; and have higher risks of developing obesity and diabetes than White American infants. Similarly, African American women are more likely to develop breast cancer, diabetes, hypertension, and heart disease than White American women. This year, Texas WIC will join the rest of the nation in celebrating African American Breastfeeding Week from August 24 to 30.



USDA Publishes Final WIC Food Package Rules



by Paula Kanter, R.D.
Clinic Nutrition Specialist

After a public comment period on the new WIC food packages, the Food and Nutrition Service (FNS) division of the U.S. Department of Agriculture (USDA) published the Final WIC Food Package Rules in March 2014. Some of the rule changes are mandatory, while other rule changes are optional for each state. Highlights of the final food rules are listed below.

Fruits and Vegetables:

Children's cash-value benefit (CVB) for fruits and vegetables increased from \$6.00 to \$8.00. The CVB for women did not change.

All states are required to implement the "split-tender" for fruits and vegetable purchases. The split-tender allows

WIC participants to pay the difference in cash if the fruit and vegetable purchase exceeds the CVB value. The date of implementation in Texas WIC is still to be determined.

Milk and Yogurt:

To align WIC with the current Dietary Guidelines for Americans, low-fat (1%) and skim milk are now the standard issuance for women and children 2 years and older.

Children 1 to 2 years old who are overweight or obese are allowed fat-reduced milks. This rule is in accordance with the American Academy of Pediatrics (AAP) policy recommendations. Texas WIC will implement the new rules for milk starting October 2014.

State agencies have the option of allowing yogurt as a milk substitute. Texas WIC will implement the yogurt option in April 2015.

Whole Grain:

Whole wheat pasta was added to expand the whole grain option. Texas WIC will implement the pasta option in April 2015.

Food Packages:

Pregnant Mostly Breastfeeding Packages

Pregnant women who are fully or partially (mostly) breastfeeding will be able to receive a food package equivalent to the enhanced breastfeeding package.

Children's Soy Milk and Tofu Packages

Children, like women, will be able to receive soy foods without a medical request form from their health-care provider. This rule will go into effect October 2014.

Cash Value Benefit for Infants 9 to 11 Months of Age

Texas WIC is evaluating the feasibility of implementing a final rule that allows participants the option to replace a portion of their jarred baby foods for additional cash value benefit for 9 to 11 month olds. An assessment will be required to ensure the infant is developmentally ready. The parent will receive the appropriate education on preparation, storage, and feeding practices.

Baby Foods in Place of Cash Value Benefits

Children with special dietary needs who are receiving formula will have an option to receive a food package with the CVB for fruits and vegetables or an option for jarred baby foods.

Infant Formula, Exempt Infant Formula and WIC Eligible Nutritionals (formerly known as "medical food") for special needs

The types of formulas allowed to be issued to infants who are unable to eat baby foods at 6 months of age due to various conditions such as prematurity will be expanded.

Infants with a medical request for any formula can receive an infant food package which provides the same amount of formula as a 4- to 5-month-old starting in October 2014. Previously, this food package was limited to infants on exempt formulas.

Special Dietary Needs – Supplemental Foods or WIC-eligible nutritionals

The health-care provider will coordinate with the WIC registered dietitian (R.D.) or qualified nutritionist on which foods (excluding formula) are appropriate. These nutrition professionals will also be able to determine prescribed amounts and the length of issuance for these foods. This could include premature infants and when to introduce solids or appropriate packages for food allergies. Texas WIC will implement this practice in October 2014.

Infant Foods in Place of Cash Value Benefits for Children

State agencies will be allowed the option to issue jarred baby food to children with certain medical conditions (e.g. cleft palate, developmental delay) that require pureed soft textures. Texas will have this option available October 2014.

The WIC program is dedicated to providing healthy food options. With the Final Food Rules, the WIC foods and food packages have changed quite a bit since the days of just milk, cheese, cereal, and juice. FNS has worked with both the public and WIC programs nationally to produce these final food rules to meet the needs of those WIC serves. Texas WIC will be working to keep local agencies informed of upcoming changes to make implementation of the final food rules an easy transition.

Breastfeeding is a struggle for many women. Even health care professionals who counsel breastfeeding women on a daily basis are surprised to find that they aren't perfect at it themselves. Each woman's experience, whether a WIC employee or participant, is unique and often challenging. Two moms share their experience in hopes that their stories will encourage WIC professionals to respect the choices participants make and to understand the struggles they go through.

"...But I'm a WIC Nutritionist."

by Liz Ernst
Nutritionist
Local Agency 01



Like any first time mother, I dreamt about how I was going to raise my child, everything from the time of conception to birth, breastfeeding, and beyond. After all I am a WIC Nutritionist. Every day I counsel moms on each of these topics and more.

Needless to say when the time came, nothing went according to plan. Overall, I had a very healthy pregnancy, but around 30 weeks I developed gestational diabetes (GDM). My doctor was concerned that the baby would be too big to deliver vaginally if she went more than a week over her due date. The due date came and went and I ended up being induced. After several hours of Cytotec and Pitocin, my dreams of a “natural” delivery were gone and all I could think about was how I wanted drugs. After 26 hours of labor, our baby girl finally arrived.

The next few hours after labor were a blur. I was ill from the medications and the nurses were working hard to hold my breasts to my tiny baby girl so she could nurse. I woke a few hours later with blisters on my nipples and I panicked. I worked with the nurses and a lactation consultant (LC) but we eventually had to use a Supplemental Nursing System (SNS) — a feeding tube device used to deliver supplementation of breastmilk to the baby while latched on the breast. This scenario played out countless times over the course of my hospital stay. How could this be happening, I was a WIC nutritionist? I felt like a complete failure.

When my husband and I got home, the situation did not improve at all, in fact it got worse. My beautiful baby girl would not latch well, and I had to use a nipple shield, which was a hard thing to do at 3 am in the dark while my baby was hysterically crying. My colostrum wasn't satisfying her, and my milk took 8 days to come in. So I continued to use the SNS. I saw various LCs and found that the only thing I could do was keep trying and wait until my baby got the hang of it. But all the while, I kept thinking – I'm a WIC Nutritionist! I couldn't give up.

Two months later, after I gave up on trying to be perfect, my daughter finally got the hang of breastfeeding. I am unashamed to say that she does get a bottle of formula from time to time and I don't beat myself up over it. I pump, she nurses, and when I don't have enough in reserves, my husband gives her a bottle and I get some much needed sleep.

We found what worked for us and I was still a WIC Nutritionist — and a better one from my newfound experience. I realized that I don't always know what condition my participants are in physically or emotionally, what is going on at home, or even at the hospital prior to their release and I needed to be more understanding, open minded, and patient. I encourage all my fellow WIC warriors to remember to do the same, because one day you may, or may have already been, in your participants' shoes.

"...Having a Kid Wasn't Easy."

by Lauren Comte
Nutrition Education Specialist
Local Agency 76



Whoever said having a kid wasn't easy, wasn't kidding. Immediately after delivering my son, Colin, the nurses placed him on my chest to begin skin-to-skin. After a little while we initiated breastfeeding, but it felt a little painful. At first, I thought it was just soreness from the newness of breastfeeding, but as

time went on, the soreness grew worse. I tried to think of what I had learned through WIC, had the nurses check, and even requested a lactation consultant that, sadly, never came. I was discharged a couple of days later with no improvements.

I immediately started correspondence with a coworker and friend, Julia Tello, IBCLC, RLC, Sr BFPC. I visited her at the WIC office and together we tried to figure out why I was still experiencing pain. We adjusted the positioning and used nipple shields amongst other techniques.

One night I fell asleep with a nipple shell on and woke with at least ten plugged ducts. Colin refused to nurse on the right breast. Back to the WIC office I went, in tears, to get help from Julia.

It wasn't long before I developed mastitis in my right breast. With advice from Julia and antibiotics from the doctor, my mastitis cleared up. I was healing and finally able to nurse without experiencing any pain.

But then, I started having trouble with my right breast again — mastitis reappeared. I was immediately admitted to the hospital. I had trouble responding to the antibiotics and the pain medications. Days passed and the doctors added two more antibiotics to the mix. It wasn't until the infectious disease doctor came

to visit, that a sonogram discovered I had an abscess.

After treatment, my white blood cells began decreasing. Cultures revealed I had been infected with Methicillin-resistant Staphylococcus aureus (MRSA) as well as Streptococcus. After six days of being in the hospital, I was finally discharged.

Later, we discovered that my son had a lip and tongue tie which prevented him from nursing properly. I quickly had the laser procedure done to correct both, and soon he was a much happier baby.

About a month later, I started feeling those same symptoms again. I went to the doctor, and had another sonogram; the abscess was back! Luckily, both the doctor and surgeon said I could continue breastfeeding.

The lessons I learned as a mom, and as a WIC employee, were that education plays an enormous role when it comes to breastfeeding. Had I not known the benefits for both me and my baby, I would have given up in the first week. I now feel that the most powerful way to reach moms is through face-to-face prenatal counseling. Instead of overwhelming mothers with information, cover topics they are curious about, use open-ended questions, get an idea of what their support system is like — let them know that you are there to support them. I also realized how important it is to remember that each mom, baby, and situation is unique.

Breastfeeding is a beautiful thing. If I had known then what I know now, I would still have chosen to nurse my son. I'm a believer that everything happens for a reason, and perhaps I went down the path I did so that I might better help others.



EXCELLENCE IN LACTATION SUPPORT

by Linda Zeccola, R.N., I.B.C.L.C.
Breastfeeding Trainer

The Lactation Support Centers in Texas, located in Houston, Austin, and Dallas, are WIC clinics dedicated to helping mothers with breastfeeding. Each center has an RN/IBCLC director, other IBCLCs, and peer counselors on staff. In addition to giving expert care, the centers serve as training sites for health-care professionals who work with mothers and babies, enabling them to get hands-on experience. The three centers are open to all Texas WIC mothers at no cost and are a part of their WIC benefits.

About the Lactation Support Centers



The staff at the Lactation Care Center in Dallas, in collaboration with area hospital lactation consultants, offer a monthly three-hour Baby Friendly Skills Workshop. This training for perinatal nurses, teaches key skills needed to assist new mothers during their hospital stay. Attendees learn about skin-to-skin care, latch and positioning, use of breast pumps, when and how to supplement with expressed breastmilk or formula, hand expression, and positive messaging for mothers. This training is part of the comprehensive breastfeeding education hospital maternity staff are required to receive before a hospital can invite the U.S. Baby Friendly team to assess their readiness for Baby Friendly designation. This designation is the gold standard of breastfeeding support in hospitals that

deliver babies. Director Christine Wiseman says, "Since we began this training, the rate of breastfeeding at Parkland Hospital is up by 10 percent." This is an exciting project that is helping ignite passion in health-care providers. For more information call 214-670-7222.

The professional staff at the Lactation Foundation in Houston are able to share breastfeeding expertise with all Texas WIC agencies. Centers can be contacted via phone, email, or webcam. Providing IBCLC access to all local WIC agencies is one of the ways the Lactation Foundation supports WIC staff. Telephone consultations are offered for agencies who do not have an IBCLC on staff or for clients unable to travel to the center. For more information about this resource call 713-839-0527.



Founded in 1994 as the first Lactation Support Center in Texas, Mom's Place in Austin has a new director, Susan Glaeser, RN, IBCLC. She brings a wealth of experience as a nurse in labor/delivery, mother/baby couplet care, neonatal intensive care, newborn nursery, home health, quality assurance, physician review, and clinical instructor. Susan and the staff at Mom's Place are dedicated to giving clients compassionate care. Recently, Maria Hernandez de Rendon, a peer counselor, stayed late to help a client fill out the application to become a milk bank donor for the Mother's Milk Bank of Austin. Maria also helped by issuing the client an electric breast pump and giving her a quilt donated by the Austin Area Quilt Guild. Call Mom's Place at 512-719-3010 for more information about their services.

Drink Water for Your Health: Why More Matters

CONTRIBUTED BY: ANNE SEMRAU, TEXAS STATE UNIVERSITY, DIETETIC INTERN

Did you know that your body is mostly water? And that if you don't replace that water regularly, you could suffer from headaches, fatigue, constipation, or have extra difficulty thinking and working? Water makes up most of our body weight and is involved in all body functions. When people get low on water, they just can't function as well.

Most Americans would benefit from drinking more water. About half of us drink less than 4 cups a day. And when we drink, we typically choose sodas, juices, coffee, and tea. These beverages may actually dehydrate us, or give us unnecessary calories that could promote weight gain.

Just drinking more water could help! The daily recommendation for most women is about ten cups and for most men is about twelve cups. Another easy way to know how much fluid you need is to take your weight in pounds and divide by 2 - the answer is your fluid need in ounces. So, if you weigh 150 pounds, you need to drink about 75 fluid ounces daily or about 10 cups. You may need more or less than

this value, depending on your age, activity level, and medical condition (talk to your doctor), but if you're like many Americans, just one extra daily glass of water could go a long way. Just remember, don't chug a lot of water at once, that won't feel good. The idea is to drink until you feel satisfied and to drink regularly throughout the day.

Tips to make drinking water easier:

- Carry a water bottle and refill it throughout the day.
- Keep a big glass of water on your desk, so you're constantly reminded.
- Keep a pitcher of cold water in the fridge.
- Plan to have water with meals. This will save you calories and money as well, if you're eating out.

Are you having trouble drinking plain water? Add some natural flavor! Here are some ways to "jazz-up" your water:

- Add a squeeze of lemon or lime or a splash of juice.
- Add a small piece of fresh or frozen fruit, like watermelon, peaches, berries, or orange slices. Let it sit for a few hours in your fridge, for a more intense flavor.
- Add mint leaves or cucumber slices.
- Make "sun tea" with herbal tea bags.

If you want to track your hydration and get reminders from your phone, check out these smart-phone apps: MyWater, Watermindme, iDrate, or Hydrate Yourself. Not a fan of apps? Just set a few alerts on your phone or watch, as reminders.



Tools for Becoming a WIC Wellness Worksite

CONTRIBUTED BY DEBBIE LEHMAN, PHD, RD, LD, STATE COORDINATOR FOR WIC WELLNESS WORKS

If your agency (or clinic) is interested in creating a workplace that promotes healthy lifestyles, California WIC Association (CWA) has tools you can use. Much like our own WIC Wellness Works program for Texas WIC staff, CWA's initiative, "Work well, be well, live well," seeks to "align the WIC working environment with the nutrition and health messages that WIC staff share with over a million WIC families every year." Many local agencies in Texas are already taking part in some of these areas to make healthy eating, physical activity, and stress management easier to practice at work.

Prior to taking steps towards workplace wellness, it may be useful to survey your employees about their current health habits. You can find an example of this

survey at <http://calwic.org/focus-areas/wic-worksite-wellness/your-agency-plan>.

Then go through the 10 steps listed below and check off those your local agency or clinic is already doing. Make goals for those that seem attainable. The key is to create a workplace that promotes wellness for WIC staff. Wellness becomes the norm, and the WIC environment role models make the changes we hope to see in our WIC clients – not to mention well-rounded, happy, and productive employees.

If you'd like to get your worksite on board, pick some ideas in each area below, or come up with your own — as long as they apply to the main goal.

1. Better nutrition/healthy foods (think Healthy People 2020 goals)

How can WIC staff promote their own health and reduce their chronic disease risk through the consumption of healthful diets and achievement and maintenance of healthy body weights?

- Send or post nutrition tips weekly or in meetings.
- Discuss healthier menu items at meetings.
- Educate staff on portion sizes and healthy eating at restaurants.
- Is good drinking water available for staff?
- Share healthy recipes or give food demonstrations.
- Create health/wellness resource library.
- Offer weight management or exercise programs to employees.

2. Physical activity

How can WIC staff improve health, fitness, and quality of life through daily physical activity?

- Encourage stretch breaks during meetings or walking breaks at work.
- Provide fitness club discounts.
- Implement physical activity programs/challenges at work.
- Invite speakers with personal training backgrounds to speak or teach exercises.
- Secure bicycle parking at work.
- Changing rooms or lockers at work.
- Provide information about local events (walks, jogs for charity).

3. General health

Develop a program that addresses the most significant health risks to our nation with emphasis on those relevant to your WIC staff.

- Provide health risk screenings, flu shots, and other health information (dental health, breast self-examination, etc).

(continued on WWW — Insert D)

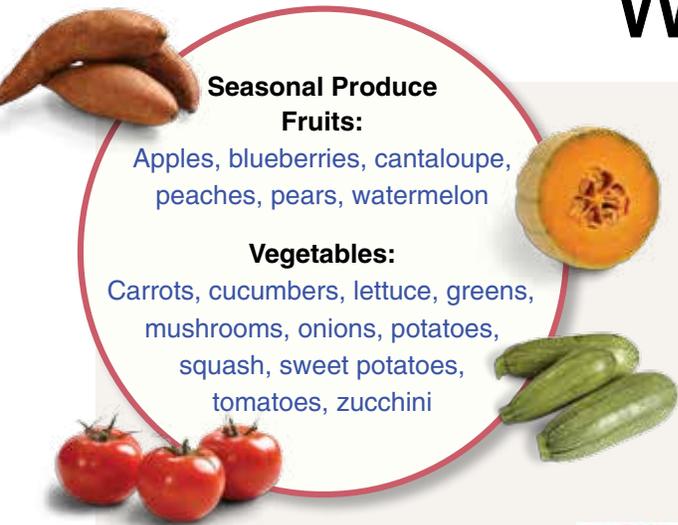
Seasonal Produce

Fruits:

Apples, blueberries, cantaloupe, peaches, pears, watermelon

Vegetables:

Carrots, cucumbers, lettuce, greens, mushrooms, onions, potatoes, squash, sweet potatoes, tomatoes, zucchini



recipe

Honey-Dijon Pork Satay Skewers

Adapted from the National Pork Board recipe

Serves: 4

Ingredients

- 1 pound pork tenderloin, sliced into 1/8" thick slices
- 1/2 cup lower-sodium soy sauce
- 2 cloves garlic, minced
- 2 tablespoons honey
- 2 tablespoons Dijon mustard

Directions

1. Slice pork tenderloin lengthwise into thin strips 1/8-inch thick; then cut into strips about 5x1-inch.
2. In a small bowl, stir together soy sauce, garlic, honey, and Dijon mustard. Reserve a small portion for dipping (refrigerate until use).
3. Place pork strips in bag, pour remaining marinade over pork, seal, and refrigerate for 1 hour.
4. Thread and weave pork onto skewers, grill or broil until cooked through (4-6 minutes), turning frequently to brown evenly.
5. Serve with brown rice and dipping sauce. Garnish with chopped green chives, if desired.

Nutrition Information

266 calories; 7g fat (2.5g saturated fat); 36g protein; 12g carbohydrates; 0g sugars; 0g fiber; 107mg cholesterol; 712mg sodium

Mind Games



The following are common sayings, but they are missing the last word. Decipher the scrambled saying, then select from the answer options and choose the word that is missing.

etr tbe tale nath...

story
snake
never
always

Kpase tloyfs dan rayrc a gib...

stick
present
bat
honesty

T'ndo tcu fof uryo sone ot epist uroy...

honesty
nose
child
face

Ot etihn onw fesl eb...

wisdom
honest
true
short

(Answers on page WWW — Insert D)

WIC WELLNESSWORKS

- Offer ergonomic information and reconfigure office equipment to meet ergonomic needs.
- Offer smoking cessation programs.

4. Emotional and mental health support

Embrace staff activities and commitments to mental health activities, good communication, and ways WIC staff can manage stress.

- Invite speakers to educate staff on stress management, parenting, financial management, relationship management, conflict resolution, and domestic violence.
- Be family friendly – flexible work hours, day care, if possible.
- Provide information on depression.
- Offer yoga or other mind-body classes.
- Provide information related to Employee Assistance Programs as they relate to mental health or counseling services.

5. Lactation accommodation for WIC staff

Accommodate worksite lactation for WIC staff and provide it as part of the work-family benefits.

- Become a mother friendly worksite ensuring privacy to pump.
- Provide storage for expressed milk.
- Provide prenatal and postpartum education for staff.
- Inform and educate staff on lactation accommodations.

6. Community capacity building

WIC staff develop partnerships within the community to share skills and resources to build, develop, and sustain wellness practice.

- Conduct or participate in health awareness events within the community.
- Coordinate wellness efforts with community partners.

7. Senior-level and broad support

Local agencies advocate for changes, allocate resources to worksite wellness, form teams, and role model for each other (at all levels of the organization).

- Develop mission statement reflective of the health and well-being of employees.
- Make agency-specific goals.
- Participate in state agency coordinated wellness challenges.

8. Designated wellness coordinator to coordinate wellness activities in the agency

Local agencies need a wellness coordinator (and possibly team) to create an effective program and to distribute wellness responsibilities.

- Allow time during staff meetings to allow for wellness presentations.
- Survey employees to determine how best to implement wellness activities.

9. Regularly communicate wellness to staff

Communicate program progress and results to all WIC staff regularly to maintain participation.

- Use bulletin boards, monthly/weekly health tips, pay stub inserts.
- Create wellness newsletter.
- Include time for program discussion in meetings.
- Start a fitness blog where employees can share fitness information.

10. Periodic evaluation

Develop methods for evaluating program outcomes, quality, needs, and costs.

- Designate specific funds to promote, implement, and provide incentive for wellness program activities.
- Evaluate program impact on employees.

For more resources on WIC wellness worksites, visit:

- <http://www.cdph.ca.gov/programs/wicworks/Pages/WICStaffWellness.aspx>
- <http://calwic.org/focus-areas/wic-worksites-wellness/program-overview>

Share your wellness success stories for a chance to be spotlighted in Texas WIC News and inspire other WIC staff! Contact your State Wellness Coordinator, Debbie Lehman, at Debbie.Lehman@dshs.state.tx.us or 512-341-4517.

Mind Game Answers:

Better late than never
Speak softly and carry a big stick
Don't cut off your nose to spite your face
To thine own self be true

Texas WIC Local Agencies Share Events from 2013



World Breastfeeding Month Proclamation.

LA 01 – Angela Fritsch

Local Agency 01 had numerous exciting events to celebrate World Breastfeeding Month in 2013!

- We participated in the *Big Latch On* Event with mothers all over the world who nursed at the same time.
- Breastfeeding fairs were held with community partners at our WIC clinics throughout the month of August.
- The City of Austin was recognized by the Mayor for becoming a Mother Friendly Worksite at our City Hall event. In addition, we partnered with our local breastfeeding coalition, Healthy Mothers, Healthy Babies, for a World Breastfeeding Month proclamation.
- We purchased interior and exterior bus ads promoting breastfeeding and Mother Friendly Worksites.

LA 27 – Eileen Mendoza

- Our agency hosted the *Big Latch On* for the first time, and we had 24 babies on 24 breasts!
- We also had small events at our smaller clinics honoring our breastfeeding moms. We gave tiaras and certificates to all of our hard working peer counselors to thank them for the work they do every day to support and educate our clients.



LA 58 – Fancy Jordy

- Pump assembly contest
- Healthy snacks
- Tons of laughs
- Door prizes
- Tattoos for belly's and baby's (young and old)

LA 58
Last year we celebrated World Breastfeeding Day at a local church.



We had a pump assembly contest.

Tons of laughs :)

We had healthy snacks.

Delish!!!



Door prizes.
Yay!!!



Tattoos for belly's & baby's...young and old.

LA 03 – Aurora C. Madrigal

We focused our celebration around the theme for World Breastfeeding Month Breastfeeding Support: Close to Mothers by highlighting the compassionate work of breastfeeding peer counselors. All peer counselors and peer dads were presented with a certificate of appreciation for their service and dedication.

World Breastfeeding Month Celebrations – continued

LA 11 – Krystle Griffin

Local Agency 11 (Galveston County WIC) partnered with Galveston County Pregnancy Support Center and Galveston County's Mother Friendly Worksite coordinator to present Baby Expo, a carnival themed event that included entertainment by a clown and interactive booths on various topics from infant CPR to breastfeeding education. Both participants and employees alike raved about the carnival games that helped relay our educational message.



LA 13 – Monica Elguezabal

Local Agency 13 partnered with Laredo Medical Center (LMC), to host a breastfeeding shower for pregnant and post-partum women from the community. Among the various guest speakers was the Honorable Diana Saldaña, United States District Judge, who shared her breastfeeding journey as well as how the law supports women who choose to breastfeed. Other speakers presented on the topics of “The hospital experience — What to expect and how to make it memorable” and “Making the right amount of milk.”

In addition to breastfeeding presentations, participants were able to visit booths from local partners in the child/nutrition industry. The booths included “Latch and positioning,” “Bra fittings by Motherhood,” “Breast pumps and how to incorporate breastfeeding when returning to work,” “Promotion of breastmilkcounts.com,” and “Nutrition and breastfeeding.” Prizes were donated from community partners for raffles and the “Exclusive breastfeeding package” was on display to show one of many ways WIC promotes and supports breastfeeding.

Over 200 pregnant and post-partum women and their families attended this event to learn about the benefits of breastfeeding.



Top left: Paulina Massieu demonstrates breastmilkcounts.com. Top right: Guests visit booths while waiting to hear a guest speaker. Left: Nora Martinez, WIC director (LA 13), presents Making The Right Amount of Milk.

LA 07 – Deb Parnell

- Participated in the *Big Latch On* at Dallas City Hall.
- Every WIC site was assigned a day in the month to coordinate a breastfeeding awareness activity. Activities included speakers, baby shower, health fairs, and more.



Thirty eight moms participated in The Big Latch On at Dallas City Hall where City Council Member Jennifer Staubach Gates delivered the Proclamation from the mayor.

LA 12 – Diana Cardona

Participated in the *Big Latch On*.



Mothers began nursing simultaneously and were directed to raise their hand as soon as their babies had successfully latched on.



The Canton WIC Team celebrated with the theme, “Keep Calm and Breastfeed On.”

LA 39 – Tecora Smith

The local fire department came to one clinic to help entertain the kids, and there were various guest speakers to give educational presentations to our participants. One of the presentations was given by a WIC participant/breastfeeding mom who works as a personal trainer. She talked to the other moms about being a “fit mommy” and getting back into shape. It was truly rewarding to see the fellowship of breastfeeding moms at each of the clinics.

LA 42 – Sandi Halstead-Bohac

World Breastfeeding Month at project 42, with 4 main sites and 2 satellite sites, included events accessible to everyone in Williamson County.

- In preparation, we visited all of the area health-care providers during July and provided them with information and posters for their facilities.
- We had our annual Breastfeeding Awareness Celebration at Lakeline Mall. We work with the community resource director at the mall, and they allow us to set up in front of the Dillard’s Women’s Center courtyard. We have several tables set up with information about WIC, the benefits of breastmilk and breastfeeding, and spot light the peer counselor program along with our peer counselors. There is a rock and rest station for our nursing mothers who need to feed, and we have peer counselors available for questions and guidance.
- Each of the mayors in Williamson County proclaimed August as World Breastfeeding Month at their city council meeting. This event is for the general public to obtain information, but we also use it as a breastfeeding education class for our WIC moms. If they come and participate in the event, they can receive credit for attending a class.
- To honor our breastfeeding mothers, each one of our sites has a baby shower for pregnant and breastfeeding mothers to attend. We have games and drawings for prizes, cooking demonstrations, and tastings. The highlight of our baby shower this year was a *lactation learning tree*, a tree that has several breastfeeding facts and myths hanging from it. Mothers could walk up to the tree, pluck one off and open up a topic for discussion with the other mothers attending. Many of our mothers enjoyed knowing that they were not the only one who had experienced that situation.
- To close the month out we offered a “Mom and me” story time. Mothers were asked to bring their babies or children and participate in a story time. We received a large donation of books from a local retailer and each child left the story time with two books to take home.



One of the baby shower activities lead by BFPC’s Cristy Abels and Constance Quilter.

We are looking forward to a bigger and better event this year!

Clearing the Waters: The Truth about Fish Consumption during Pregnancy and Lactation



by Kaylene Thompson, R.D., L.D.
Nutrition Education Consultant

Food safety is a common concern for pregnant and breastfeeding women, and many people are confused when it comes to knowing exactly what should and should not be eaten. You've likely had a participant sitting across from you that says, "But I am pregnant. I can't eat fish, right?" Let's take a closer look at the current recommendations and benefits of consuming fish.

Fish is safe to consume during pregnancy and breastfeeding, within certain limits. The most common concern women have is the potential for mercury harming their baby. Yes, fish can contain harmful compounds like mercury and polychlorinated biphenyls (PCBs), but current recommendations for pregnant and breastfeeding women state that most types of commonly consumed fish are safe because they contain very little, if any, of these harmful compounds.

Which Fish to Eat

The following are the current recommendations from the U.S. Food and Drug Administration (FDA) and Environmental Protection Agency (EPA) about which types of fish pregnant and breastfeeding women can eat:

Up to 12 ounces per week of any lower mercury ocean, coastal, and other commercial fish and shellfish, such as:

- Shrimp
- Salmon
- Pollock
- Catfish
- Canned light tuna
- Tilapia

Up to 6 ounces per week of:

- Albacore (white) tuna (has more mercury in it than canned, light tuna)
- Tuna steaks

Pregnant and breastfeeding women should avoid certain types of fish that may have high levels of mercury and PCBs, as these compounds can reach the infant and potentially cause harm to the central nervous system. Large, predatory fish that live a long time and consume smaller fish tend to have high accumulations of harmful toxins. Because of their high levels of mercury and PCBs, the following fish should be avoided during pregnancy and breastfeeding:

- Shark
- King Mackerel (unless canned)

- Swordfish
- Tilefish

Before consuming fish caught in local bodies of water, women should check for fish advisories. The Department of State Health Services posts information about potential contaminants in bodies of water online at <http://www.dshs.state.tx.us/seafood/survey.shtm>.

It is recommended that food safety guidelines are followed for fish consumption during pregnancy and breastfeeding. To help prevent foodborne illnesses, fish should be cooked thoroughly. For more detailed advice on how to safely select, prepare, and store fish, visit: <http://www.foodsafety.gov/keep/types/seafood/index.html>.

Some women choose to take fish oil supplements. Because dietary supplements are not regulated, they can also contain harmful compounds like mercury. Although most over-the-counter supplements are safe, you can encourage a woman to purchase a product that has a United States Pharmacopeia (USP) symbol for extra peace of mind. A USP symbol means the product has undergone voluntary testing to ensure that it is free of heavy metals and contaminants, and contains the ingredients listed on the label. Women should always seek advice from a doctor, or pharmacist, when using dietary supplements.

Why Fish?

Fish and fish oils can have many benefits for both mother and baby. Fish is a lean meat that contains healthy essential omega-3 fatty acids: docosahexaenoic acid (DHA) and eicosapentaenoic acid (EPA). These fatty acids have been proven to be especially important for pregnant and nursing women (Carlson et al. 2009).

Health benefits of DHA/EPA for women include improved cardiovascular health, reduced inflammation, and decreased incidence of postpartum mood disorders (Swanson et al. 2012, Kendall-Tackett 2007, Markus et al. 2013). Higher concentrations of DHA and EPA during pregnancy have been associated with longer gestation and higher birth weight, improved fetal development, especially of the brain and eye (Carlson et al. 2013, Swanson et al. 2012).

A woman who is breastfeeding should also eat

fish. Research has shown that infants of women with high levels of DHA while breastfeeding may have higher psychomotor development, decreased immune responses, including decreased incidence of allergies and higher amounts of EPA and DHA (Jensen et al. 2005, Marc et al. 2011). This is especially important for preterm infants, who are at risk of DHA deficiencies.

The Bottom Line

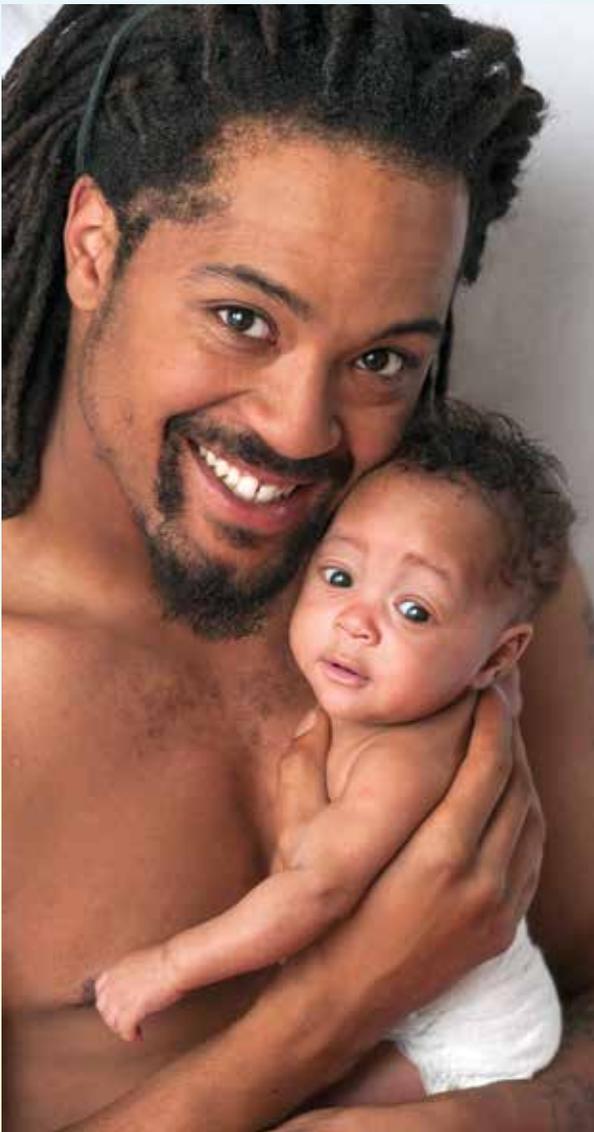
Fish is safe to consume both during pregnancy and breastfeeding, and the healthy fats in fish may provide health benefits to both mother and baby. In fact, the FDA/EPA acknowledged the health benefits of fish and released preliminary draft advice in June 2014 encouraging pregnant and breastfeeding women to consume a minimum of 8 ounces of lower mercury fish per week. Women can be encouraged to safely incorporate fish into their diet, following the guidelines set by the FDA/EPA.

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by Eaton Wright, B.S., NUT
Nutrition Expert

Eaton Wright here and it's that time again. Time to write about my favorite topic: the SUPER benefits of breastfeeding. I have said it before and I'll say it again and again, there is no formula that even comes close to the awesomeness of breastmilk. Not only does breastmilk have nutrients that no "latest-greatest" formula will ever have, the act of breastfeeding provides physical and emotional closeness that is unmatched.



Quiz:

1. All babies use signs or "cues" to tell you when they are ready to start and end their feedings. Which of the following is not a hunger cue?
 - a. alert or awake baby
 - b. sucking on hands
 - c. closing the mouth and turning the head away from the breast or bottle
 - d. smacking lips
 - e. looking for the breast or bottle
2. True or False – Moms who breastfeed, sleep better.
3. Breastfeeding is associated with a reduction in which of the following:
 - a. type 1 diabetes
 - b. respiratory tract infection
 - c. sudden infant death syndrome (SIDS)
 - d. obesity
 - e. atopic dermatitis
 - f. childhood cancers, such as lymphocytic leukemia and myelogenous leukemia
 - g. asthma
 - h. type 2 diabetes
 - i. necrotizing enterocolitis (yes, it is as nasty as it sounds!)
 - j. all of the above... and more!
4. True or False – Dad can breastfeed baby, too.

Answers:

1. The answer is C. Whether your baby's tummy is empty or full, it is important to watch your baby and not the clock during the feeding. It takes time and practice to pick up feeding/ending cues. A word about crying... crying is not always a signal or cue that your baby is hungry. Crying is your baby's way of saying, "I need something to be different now!" This can also mean your baby is too full, so watch for cues that he is done eating. Look for other reasons your baby might be crying first, before offering the bottle. He simply may need to feel you near him or want to be held. Other reasons for crying might include your baby is too hot or cold, is tired, needs a diaper change, or may be having pain.
2. Sleep? What's Sleep? The answer is true. Exclusive breastfeeding, including nighttime feedings, has been reported to improve sleep. On the flipside, moms who supplement with formula at night sleep less and they report more sleep disturbances than moms who exclusively breastfeed their babies — even when dad takes over nighttime feedings. This reminds me of an old saying in the Wright house... let sleeping momma lie. So true.
3. The answer is J. We all know how good breastfeeding is, but there is growing evidence that formula feeding places infants at an increased risk of acute otitis media (ear infections), atopic dermatitis (eczema), diarrhea, vomiting, asthma, childhood obesity — let me catch my breath — acute lymphocytic leukemia, acute myelogenous leukemia, sudden infant death syndrome (SIDS), and hospitalization for lower respiratory tract diseases. Let us not forget about mom — how about a lower risk of breast cancer and ovarian cancer.
4. The answer is no, and yes. Of course, dad cannot breastfeed. But, once mom's milk supply is established through 4-6 weeks of exclusive breastfeeding, dad can feed baby breastmilk with a bottle. Take it from old Eaton, there is nothing more satisfying than being a dad with a purpose. And, I got pretty good at figuring out Price S. Wright's feeding and pooping cues.



As always, breastfeed your baby for a **BIG** baby brain and **HEALTHY** baby body.

Remember — Texas Law (Texas Health & Safety Code § 165.002) entitles a woman to breastfeed her baby in any Texas location in which the mother is authorized to be.

About the author: Eaton Wright is a certified NUT based in Austin, Texas.

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WIC Works with Text4Baby

by Aisling McGuckin, R.N., M.S.N., M.P.H.
Maternal Child Health Nurse Consultant

women to set up WIC-specific appointment reminders to help ensure retention. Many of the messages contain links to mobile webpages, videos, and other great online content.

A Proven Record

The U.S. Department of Agriculture's (USDA) Food and Nutrition Service (FNS), the National WIC Association (NWA) and local WIC Agencies nationwide have partnered with text4baby to reinforce WIC nutrition education by providing information and resources via 150-character text messages. Text4baby works with a content development council made up of leading national medical health organizations and federal partners who review messages to keep content current and accurate.

Cell phones work. In fact, 89 percent of young women in the United States use a cell phone and 87 percent of African Americans and English-speaking Hispanics own a cell phone. Ninety-nine percent of text messages are read and 90 percent are read within three minutes. One in three cell phone owners (31 percent) have used their phone to look for health information.

Evaluations of text4baby prove the service is effective. A George Washington University-led randomized pilot evaluation found that text4baby mothers were nearly three times more likely to believe they were prepared for motherhood than non-text4baby participants.

- 99 percent of WIC participants in an Emory University study (baseline n=468) had no concerns about enrolling in text4baby; 95 percent reported the enrollment process was easy; 92 percent regularly read text4baby messages; and 88 percent planned to continue to use text4baby.

The largest mobile health initiative in the United States, text4baby, makes it easy to get important, free health information on pregnancy and new baby. Text4baby has reached over 530,000 moms in the three years since launch nationally. In Texas 54,641 women have signed up, second only to California.

WIC staff often has so much important information to share with clients that both client and staff may feel exhausted by the end of a visit. Text4baby's easy to understand messages help pregnant and new moms navigate an overwhelming amount of information in an easily accessible way — the cell phone. WIC staff benefit by knowing that even after the client walks out the door, she will continue getting valuable information and resources via text message.

Women who text "BABY" (or "BEBE" for Spanish) to 511411 receive three free text messages a week, timed to their due date or their baby's birth date, through pregnancy, and up until the baby's first birthday.

The service sends tailored messages to women about a variety of topics critical to maternal and child health, including dozens of messages specifically dedicated to breastfeeding, WIC, and nutrition. Additionally, text4baby allows

Show your clients how to sign up by texting the word BABY (or BEBE for Spanish) to 511411 from their mobile phones. They will then begin receiving three FREE text messages per week, timed to their due date or baby's date of birth.

- 93 percent of participants who responded to a text4baby survey said they would refer text4baby to a friend (n=26,650) and rated the helpfulness of the service a 7.7 out of 10 (n=38,090).

Improve WIC Appointment Attendance

Your WIC clients can set up a reminder for their next WIC appointment for free using these simple steps:

1. Help them sign up for text4baby. Have them pull out their phones and text the word BABY (or BEBE for Spanish) to 511411 from their mobile phones. They will then begin receiving three free text messages per week, timed to their due date or baby's date of birth.
2. If the participant is already a text4baby participant, have them text the word "WIC" (or "miWIC" for Spanish) to 511411.
3. To set up the appointment reminder, have them text REMIND (or "CITA" for Spanish) to 511411.
4. When prompted, enter the appointment date (e.g. 10/12/14) and a short description for their appointment (e.g., "with WIC at Front St. office/bring proof of address/get lab results for Jose").
5. The participant will receive the following automated text message: "Your reminder is set for your appointment on 10/12/14. We will send you a reminder three days before." They will also receive a reminder at 8am the morning of the appointment.

Help Spread the Word

- Talk to every client about text4baby and show them how easy it is to sign up!
- Order free promotional materials including posters, tear-off pads, and business cards at <http://www.tinyurl.com/t4bstore>.

- Send an email to your staff and partners about text4baby, sharing details on how they can learn more and spread the word.
- Sign up for the Text4baby Tuesday e-newsletter to get weekly updates at <http://eepurl.com/h9h3>.

WIC Toolkit

Check out the WIC toolkit which provides more information on how text4baby specifically reinforces your WIC objectives: <https://text4baby.org/index.php/get-involved-pg/partners/wic/wic-text4baby-basics>. The toolkit can help staff identify concrete ways to connect more pregnant women and new moms to the critical health and safety information that text4baby provides.

Become an Outreach Partner

Text4baby is a free service of the nonprofit National Healthy Mothers, Healthy Babies Coalition (HMHB), created in collaboration with Founding Sponsor Johnson & Johnson, and founding partners Voxiva, CTIA — The Wireless Foundation and Grey Healthcare Group (a WPP company). Text4baby is supported and promoted by over 950 health departments, academic institutions, health plans, businesses, and the federal government.

The Texas Department of State Health Services (DSHS) is the lead outreach partner for the state. Outreach partners have access to digital files to co-brand print materials, ability to order materials directly from text4baby and can also track enrollment in your area to see the impact of your outreach. WIC sites can order text4baby materials through the DSHS Warehouse or order directly from text4baby. DSHS and non-DSHS WIC sites can sign up as outreach partners independently so they can track their own outreach efforts. Sign up to be an outreach partner by visiting the "Get Involved" tab and selecting "Partners" on the Text4baby site, www.text4baby.org. For assistance with signing up or for more information, please contact Aisling McGuckin, Maternal Child Health Nurse Consultant in the Office of Title V and Family Health at DSHS: Aisling.McGuckin@dshs.state.tx.us or 1-512-925-9286.



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