



## Memorandum

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**#16-089**

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

**FROM:** Amanda Hovis, Director  
Nutrition Education/Clinic Services Unit  
Nutrition Services Section

**DATE:** September 6, 2016

**SUBJECT:** Formula-Fed Infant Flier

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In September, clinics will be receiving a flier designed to inform clients of the upcoming formula policy changes effective October 1, 2016 titled *Important Information for Families with Formula-Fed Infants*. This flier highlights the formula policy changes regarding non-contract infant formulas, including the names of each formula, as well as the contract formulas that are available to Texas WIC clients. One side is written in English and one side in Spanish.

### **Who should get this flier?**

This flier should be given to families whose infants are issued formula of any kind or request information about formulas available from Texas WIC.

### **Additional information**

Please note that this flier should **not** be posted on any bulletin boards or walls where they can be visible to clients. This flier should only be stored in areas away from clients' views and handed out based on the aforementioned circumstances. Below is an image of the flier:

If you have any questions please contact Akata Sanghani, Food/Formula Specialist, Nutrition Education/Clinic Services Unit, at (512) 341-4557, [Akata.Sanghani@dshs.state.tx.us](mailto:Akata.Sanghani@dshs.state.tx.us) or Sandra Brown, Team Lead Food/Formula Specialist, Nutrition Education/Clinic Services Unit at (512) 341-4576, [Sandra.Brown@dshs.state.tx.us](mailto:Sandra.Brown@dshs.state.tx.us) .

*(image on next page)*



## Important Information for Families with Formula-Fed Infants

**Breastfeeding provides babies and mothers with health benefits that last a lifetime—benefits that formula cannot provide.** Ask your WIC staff for help before giving formula to your baby if you are having trouble breastfeeding. Feeding your baby formula will decrease the amount of breastmilk you make. WIC provides limited amounts of formula for babies who do not exclusively breastfeed.

The following formulas are available on Texas WIC:



Similac Advance



Good Start Soy



Similac For Spit-Up  
(Prescription required)



Similac Total Comfort  
(Prescription required)



Similac Sensitive  
(Prescription required)

**Texas WIC no longer offers the following formulas:**

Enfamil Newborn  
 Enfamil Infant  
 Enfamil AR  
 Enfamil Gentlease  
 Enfamil ProSobee  
 Similac Soy Isomil  
 Good Start Gentle  
 Good Start Soothe

Prescriptions for the formulas listed above will not be approved.

Some other formulas may be provided with a prescription.

For more information, please contact your WIC clinic or visit [www.TexasWIC.org](http://www.TexasWIC.org).



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