



Memorandum

#16-106

TO: WIC Regional Directors
WIC Local Agency Directors

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

DATE: October 28, 2016

SUBJECT: New breastmilkcounts.com

Texas WIC launched a beautiful redesigned version of www.breastmilkcounts.com in early October. The new site:

- is more mobile responsive,
- has new information on myth-busting, baby behavior, safe sleep, and postpartum mood disorders,
- has a new section called “Teamwork” that provides information on how dads, grandparents, and other family and friends can help, and
- will soon have a new video-series added to the “Mom’s Playground” section.

Please check out the new website and refer your WIC participants to the site for breastfeeding information and support. If you have questions or comments about the new website, please contact Tracy Erickson at tracy.erickson@dshs.state.tx.us or 512-341-4521.