



Memorandum

#16-109

TO: WIC Regional Directors
WIC Local Agency Directors

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

DATE: November 3, 2016

SUBJECT: New Materials Preorder

New materials are now available for pre-order.

Posters

1. Get Some Skin in the Game (*Stock #13-06-14914*) - A new poster that encourages fathers to get skin to skin with their baby and explains the benefits the infant will receive.
2. On Your Heart Right from the Start - (*Stock # 13-06-14912*) - A new poster that explains the benefits of skin-to-skin for mom and baby.

Brochures

On Your Heart Right from the Start - A skin-to-skin guide (*Stock # 13-06-14916/A*) - A new brochure that explains the benefits of skin-to-skin for mom, dad and baby and can be used prenatally or while the mom is in the hospital.

The posters may also be used for outreach purposes. Please order enough posters to share with area hospitals, doctor's offices, prenatal clinics, Medicaid/SNAP offices, food banks, Head Start, high schools, and other community programs that offer services to pregnant or new moms or dads.

Please submit your order by clicking on the link below:

<https://www.surveymonkey.com/r/BFMaterials>

Please complete your order by **COB Friday, November 18, 2016.**

If you have questions, please contact Faith Njoroge, Breastfeeding Promotion Consultant, at 512-341-4575 or Faith.Njoroge@dshs.state.tx.us.