



Memorandum

#18-066

TO: WIC Local Agency Directors

FROM: Amanda Hovis, Director
Nutrition Education / Clinic Services Unit
Texas WIC Program

DATE: December 12, 2018

SUBJECT: New Items Available to Local Agencies

Local Agencies are currently receiving several new items designed to help recruit and retain clients. A description of each item is below with suggestions of when to distribute the items. Some of the items listed are specific to clinic use and are not to be distributed to clients. For many of the items, the total quantities ordered were adjusted for budgetary reasons. Some of these orders were placed before we received your order so in some cases your quantity may be lower in others it may be higher.

If you have any questions or require additional information, please contact Jessica Leyendecker at (512) 341-4509 or jessica.leyendecker@hsc.state.tx.us.

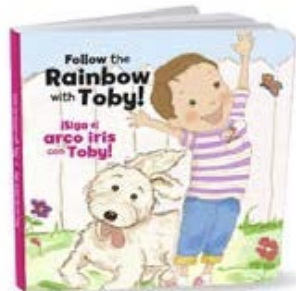
1st Birthday

Birthday Card



Turning a year old is exciting for our little clients and their parents. Celebrate this milestone with a birthday card. They can be given out at certification appointments or mailed out as a certification reminder. The cards are bilingual.

Follow the Rainbow with Toby! (hard cover book)



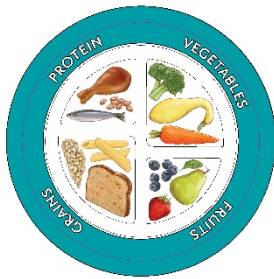
Join Toby and his dog Luna as they count their way through a colorful rainbow of fruits and veggies. This bilingual 7"x7" board book is geared for children ages 1-2.

A take home lesson option for this book is available at

<http://www.dshs.texas.gov/wichd/nut/spllessons-nut.shtm>

Stock number is 13-06-14881.

My Plate



My Plate is a great item for one year olds as they begin eating table foods! 4-compartment design.

2nd Birthday

Birthday Card



WIC now has cards for 2 years. They can be given out at certification appointments or mailed out as a certification reminder. The cards are bilingual.

Toby and Luna Backpack



This Luna backpack makes a great companion to the book, Follow the Rainbow with Toby! Consider packing the book and a birthday card inside for a sweet birthday present at the 2-year certification. This is a great gift for any age child, but would be best given with the Toby and Luna book.

Toby and Luna Up, Up it Grows! (hard cover book)



Tag along with Toby and his dog Luna, as they plant and pick fruits and vegetables for each season. Look for Salvador, the mouse, as he joins the fun.

A take home lesson option for this book is available at

<http://www.dshs.texas.gov/wichd/nut/spllessons-nut.shtm>

Stock number is 13-06-14880. The current batch of Up, Up it Grows with Toby books were printed with the same stock number as Follow the Rainbow with Toby (13-06-14881) but this will be corrected in future reprints.

3rd Birthday

Birthday Card



WIC now has cards for 3 years. They can be given out at certification appointments or mailed out as a certification reminder. The cards are bilingual.

Zobey Drawstring Bag



The Zobey drawstring bag is a great gift for 3-year certification. Bilingual. Consider including a Zobey video or book!

Zobey Videos



Zobey Jungle Jive:

Zobey Jungle Jive uses dance segments to encourage parents and their kids to dance for exercise.

Zobey Barn Dance Party:

Zobey and the kids help the farm machines and animals bring in the harvest and prepare for a special Harvest Celebration.

Zobey Children's Book: A Trip to Bugland



This bilingual children's book follows Zobey on a trip to the garden to meet friends and find vegetables. It includes recipes and healthy tips for parents.

4th Birthday

Birthday Card







WIC now has cards for 4 years. They can be given out at certification appointments or mailed out as a certification reminder. The cards are bilingual.

"Healthy Eating Rocks!" Lunch Cooler Bags

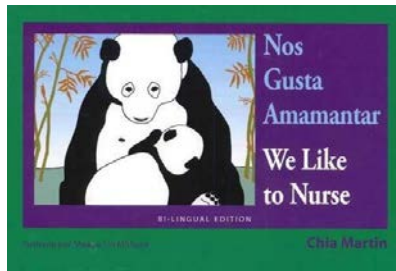
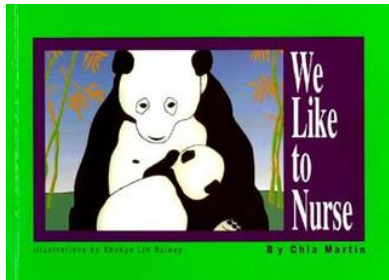


WIC kids grow up so fast. Our 4 year old clients will be graduating pre-school and heading off to big kid school soon! Help them pack a healthy lunch with this insulated lunch bag. The Healthy Eating Rocks! Bag is bilingual.

Zobey Video	
	<p><i>Zobey Jungle Jive:</i> Zobey Jungle Jive uses dance segments to encourage parents and their kids to dance for exercise.</p> <p><i>Zobey Barn Dance Party:</i> Zobey and the kids help the farm machines and animals bring in the harvest and prepare for a special Harvest Celebration.</p>
Graduation at 5 years	
Kids Dress-Up Chef Hat	
	Cook up some dress-up playtime fun with this kids chef hat!
Kitchen Tools	
	A great way for WIC kids to help in the kitchen! A set of 4 measuring spoons on a tabbed ring.
Stickers	
	Toby and Luna/Zobey stickers can be used to give children as an incentive after bloodwork is complete or to make WIC visits memorable!

Breastfeeding

We Like to Nurse (hard cover book)



This book celebrates the wonder of

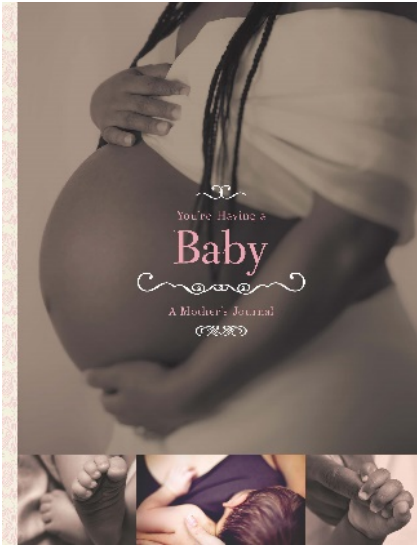
Breastfeeding Scarves



Versatile nursing cover for breastfeeding moms to use. 100% polyester.

Pregnant

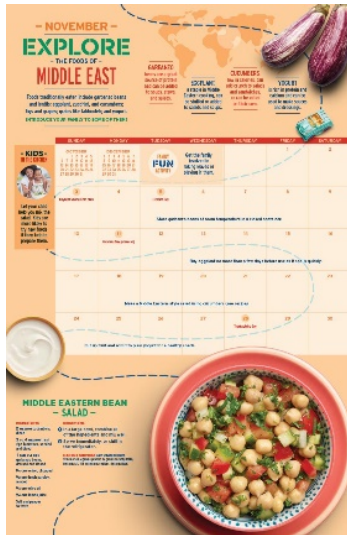
Pregnancy Journal



The pregnancy journal is a great way for mom to celebrate and capture special memories before her baby arrives.

Outreach

NWA 2019 Wall Calendar



The calendars produced by NWA Publications encourage healthy habits year-round by providing WIC-specific recipes, tips for encouraging physical activity, and helpful tips and ideas to plan and shop for meals during the month. The messages included within the calendar (such as healthy recipes, shopping tips, and physical activity) reinforce the program goal to improve the health of participants during critical times of growth and development. This item can be given to clients at any time.

Silicone Phone Wallet



This slim silicone wallet attaches to the back of the phone and may be used to hold the WIC EBT card.

This item was purchased to be used as a WIC outreach item.

Note: Either the phone pop socket or silicone phone wallet may be given out, but should not be given together.

Phone Pop Socket



This phone accessory allows you to hold your device easier and use it as a stand.

This item was purchased to be used as a WIC outreach item.

Note: Either the phone pop socket or silicone phone wallet may be given out, but should not be given together.

Items for WIC Clinic Use

- Toby and Luna Window Clings
- Toby and Luna Standee
- Wall Art (Assorted Prints)
- Sandwich Boards
- Retractable Banners (set of 3--3 English and 3 Spanish)
- Retractable Banner Stand (bilingual)
- Trifold Display (bilingual)
- Spinning Wheels
- Table Covers
- Retractable badge holders
- Baby Beads Lactation tool
- The Breastfeeding Atlas Book
- Medications and Mother's Milk Book
- Polo Shirts