



Memorandum

#19-092

TO: WIC Local Agency Directors

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

DATE: November 18, 2019

SUBJECT: Loving Support Awards of Excellence Application Period is Open

Breastfeeding promotion and support is a core component of the services WIC provides to safeguard the health of our participants. We recognize that much hard work and effort occurs at all levels to provide this important service. The Loving Support Award of Excellence was developed to recognize and celebrate Local WIC agencies that provide exemplary breastfeeding programs and support services.

I am pleased to announce the Loving Support Award of Excellence application period is now open through **Friday, December 13th, 2019**.

Local WIC agencies that have operated a peer counseling program for at least one year and meet all of the required core components of the FNS Loving Support© Model for a successful peer counseling program are eligible to apply.

The award will be given at three levels of performance: Gold, Gold Premiere, and Gold Elite. This approach recognizes three groups of agencies that include those that are demonstrating model practices, as well as those who are at varying stages of implementing exemplary breastfeeding promotion and support practices.

Applications can be found at:

<https://www.fns.usda.gov/wic/loving-support-award-excellence-program>

If you have any questions, please contact Asia Sartor by email Asia.Sartor@hhsc.state.tx.us or by phone (512)341-4505.