



Memorandum

#19-096

TO: WIC Local Agency Directors

FROM: Amanda Hovis, Director

Nutrition Education / Clinic Services Unit

Texas WIC Program

DATE: December 3, 2019

SUBJECT: New Outreach Material - TexasWIC.org and

BreastmilkCounts.com with QR Code

New! An updated promotional card is available to order in the Texas WIC catalog in English and Spanish. The promotional card was revised September 2019 to add QR Codes and to highlight features of the websites that are available to all moms.

Stock Numbers:

- English 13-06-13697
- Spanish 13-06-13697A

This card is perfect for events and outreach to partner organizations and physician offices. It promotes both WIC and breastfeeding with one card. One side promotes TexasWIC.org with a QR code that takes a user to the TexasWIC.org/apply page, so they can start their WIC application online. The other side promotes BreastmilkCounts.com and the QR code takes a user to the home page. This material can be used by partner organizations and health care providers to refer their patients to WIC.

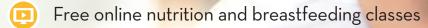
PDFs of the promotional card in English and Spanish are attached to this memo for reference.

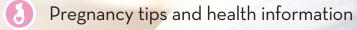
If you have any questions, please contact Jessica Leyendecker, Communication Strategist at 512-341-4509 or Jessica.Leyendecker@hhsc.state.tx.us.

TexasWIC.org

Real nutrition.
Real support.
Real life.

Real advice for moms-to-be and families with children up to age 5.









Start your application at TexasWIC.org





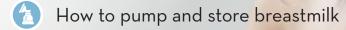
Visit our website at TexasWIC.org

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BreastmilkCounts.com

Breastfeeding is worth it. WIC can help.

Your one-stop breastfeeding resource from the experts.



- Milk supply and positions
- Find lactation support

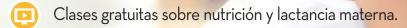


Learn all about mother's milk at BreastmilkCounts.com

TexasWIC.org

Nutrición de calidad y apoyo día a día.

Consejos útiles para mujeres embarazadas y familias con niños de hasta 5 años.









Solicita nuestros servicios en TexasWIC.org



Visita nuestro sitio web en TexasWIC.org



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Cadaonzacuenta.com

Amamantar vale la pena. WIC te puede ayudar.

Un recurso integral creado por expertos en lactancia materna.



Cómo sacar y almacenar la leche materna.



Suministro de leche y posiciones para amamantar.



Apoyo para la lactancia.



Aprende todo lo que necesitas saber sobre la lactancia materna, visita Cadaonzacuenta.com