



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.



Free online nutrition and breastfeeding classes



Pregnancy tips and health information



Kid-friendly recipes and activities



Start your application at [TexasWIC.org](https://www.texaswic.org)

Visit our website at [TexasWIC.org](https://www.texaswic.org).



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A close-up photograph of a woman breastfeeding her newborn baby. A man is leaning in from the right, looking at the baby. The scene is intimate and tender.

BreastmilkCounts.com

Breastfeeding is worth it.
WIC can help.

Your one-stop breastfeeding resource from the experts.



How to pump and store breastmilk



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.



Clases gratuitas sobre nutrición y lactancia materna.



Información sobre el embarazo y la nutrición.



Recetas y actividades para realizar con los niños.



Solicita nuestros servicios en [TexasWIC.org](https://www.texaswic.org)

Visita nuestro sitio web en [TexasWIC.org](https://www.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