



Memorandum

#20-064

TO: WIC Regional Directors
WIC Local Agency Directors

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

DATE: October 21, 2020

SUBJECT: New WIC shopping video now available

The new Texas WIC shopping videos are now available in English and Spanish on TexasWIC.org and YouTube.

Each language includes a full-length video (about 25 minutes) and 14 individual video segments (1- 3 minutes) on specific topics or food categories. Please share with your staff and clients.

- Full shopping video and segments in English on TexasWIC.org: <https://texaswic.org/wic-foods-and-recipes/shopping-wic-foods>
- Full shopping video and segments in Spanish on TexasWIC.org: <https://texaswic.org/es/alimentos-y-recetas-programa-wic/como-comprar-los-alimentos-de-wic>
- YouTube link for full-length English shopping video and a playlist of all segments: <https://www.youtube.com/watch?v=5iWt-i6XJ0E>
- YouTube link for full-length Spanish shopping video and a playlist of all segments: https://www.youtube.com/watch?v=S_nyAQOAKUE

Any questions on these videos, WIC shopping or WIC foods can be directed to Alyssa Rubin, WIC Approved Foods Coordinator at alyssa.rubin@hhs.texas.gov