



MEMORANDUM

24-021

To: WIC Regional Directors
WIC Local Agency Directors

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




Date: March 26, 2024

Subject: **Guidance for Nutrition Education & Breastfeeding
Reinforcement Items**

Local Agencies will soon receive several new items for nutrition education, breastfeeding reinforcement and client retention purposes. A description of each item is below with suggestions on when to distribute the items. The amount each Local Agency receives is based on a prior survey response indicating interest and participation. You do not need to place an order. These are also one-time purchases, in limited quantities, and will not be available in the Texas WIC catalog. They are expected to arrive by the beginning of April.

If you have any questions on distribution of these items, please contact Ashley Davis at ashley.davis1@hhs.texas.gov.

If you have any additional questions, please contact Jessica Leyendecker at jessica.leyendecker@hhs.texas.gov.

<p>Nutrition Education Items</p>	<p>These have a nutrition or breastfeeding education message or purpose and are for current WIC clients.</p>
<p>"Hydrate" Water Bottle</p> 	<p>13-06-16789</p> <p>This 25-ounce aluminum water bottle is a great way to encourage pregnant, postpartum or breastfeeding participants to drink more water.</p>
<p>Toby & Luna Placemats</p> 	<p>13-06-16788</p> <p>This silicone reusable placemat is great for counseling clients on exploring new foods and discussing mealtimes for infants and children.</p>
<p>Fruit & Veggie Cutters</p> 	<p>13-06-16667</p> <p>These fruit and vegetable cutters are perfect for supporting caregivers when they are encouraging a child to eat new foods or when a child has selective eating patterns. Use them to cut fruits, vegetables and soft foods like sandwiches and cheese into fun shapes.</p>

<p>Silicone bowl/spoon set</p> 	<p>13-06-16708</p> <p>This silicone bowl and spoon set can be used when counseling clients on mealtimes for infants and children.</p>
<p>Breastmilk storage cooler bags</p> 	<p>13-06-16787</p> <p>The breastmilk storage cooler bags can be given to breastfeeding clients who pump and store their breastmilk. Ice packs are not included so clients will need to obtain them separately.</p>
<p>For Staff Use Only</p>	
<p>Zobey Puppet</p> 	<p>13-06-16790</p> <p>These Zobey hand puppets can be used as a prop when teaching Zobey physical activity classes, at a nutrition fair, during book readings and more. The Zobey puppets are for staff use only and very limited quantities are available. We were able to fulfill some of the requests for agencies who previously requested a puppet, but unfortunately not for all local agencies at this time. Larger agencies and those who did not receive multiple puppets in the past were given priority.</p>