

African-American Breastfeeding Promotion



The following three brochures can be used for general breastfeeding promotion but were developed specifically for African-American WIC families. The brochures are most effective when handed out as a set. The African-American Breastfeeding Promotion campaign study results showed that when the three brochures were given to the pregnant mom as a set, 78% of the women gave the brochures to the appropriate person.

Your Baby: Your Gift



Stock no. 13-06-12079

English

2/05

Brochure designed to appeal to pregnant African-American women, covers benefits of breastfeeding for the baby and mother and how to solicit breastfeeding support from their family and community.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.

Support Your Daughter

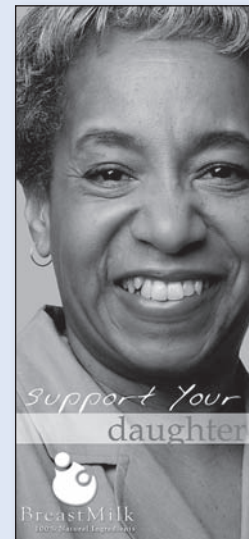
Stock no. 13-06-12080

English

10/05

Brochure designed to encourage parents of African-American women to support their daughters' efforts to breastfeed. Gives grandparents ideas for ways they can help.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.



Support Your Partner



Stock no. 13-06-12081

English

10/05

Brochure designed to appeal to African-American fathers and fathers-to-be, covers benefits of breastfeeding for the baby, mother, and family and what fathers can do to support their partners efforts to breastfeed.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.

Breastfeeding: A Natural Way to Better Health

Stock no. 13-06-12078

English

8/05

Handout designed to appeal to African-American families and community members, explains how breastfeeding can help narrow health disparities that are common among African Americans and lists ways to support breastfeeding in the community. This handout may be particularly useful at health fairs and for church outreach.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.



Act Natural: Breastfeed



Stock no. 13-06-12075

English

9/04

Poster designed to appeal to African-American families and encourages women to do what's in their nature – breastfeed.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.

As a Doctor

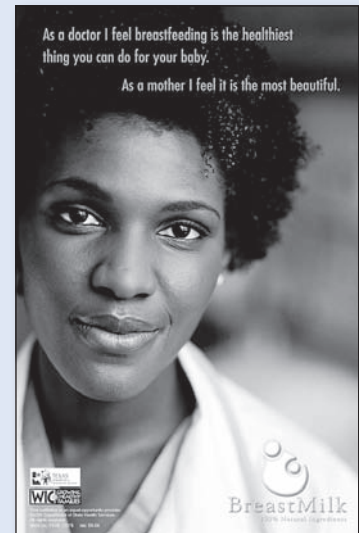
Stock no. 13-06-12076

English

9/04

Poster designed to appeal to African-American families, illustrates a doctor recommending breastfeeding.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.



Thinking About the Baby? Think About Breastfeeding!



Stock no. 13-14

English/Spanish

10/04

Booklet shows the stages of pregnancy and encourages breastfeeding.

Order from DSHS Warehouse. Use AG-30 form.

Breastfeeding... The Gift of Love

Stock no. 13-17

English/Spanish

11/06

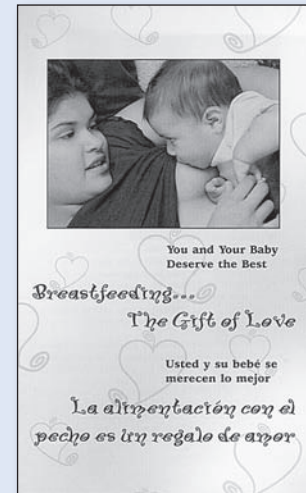
Stock no. 13-17v

Vietnamese

9/03

Fully illustrated brochure shows correct positioning and latch-on, and includes information on how often to nurse.

Order from DSHS Warehouse. Use AG-30 form.



Tips for Caring: Breastfed Baby in Child Care



Stock no. 13-28

English/Spanish

8/06

One-page bilingual flier offers suggestions for parents and nursery caregivers about breastfeeding baby while at child care.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.



Mother's Milk for Premature Babies

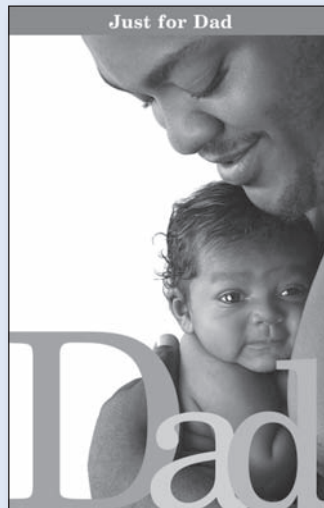
Stock no. 13-46 **English** **3/06**
Stock no. 13-46a **Spanish** **3/06**

Brochure offers tips to help give premature babies the best possible start.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.



Just for Dad



Stock no. 13-53 **English** **8/06**
Stock no. 13-53a **Spanish** **8/06**

Brochure gives tips to dads on bonding with their babies and being part of the breastfeeding experience.

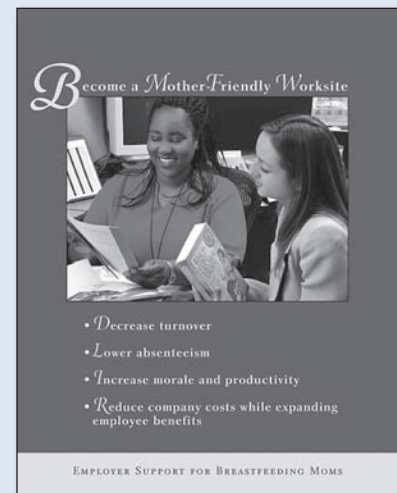
Order from DSHS Warehouse. Use AG-30 form.

Become a Mother-Friendly Worksite

Stock no. 13-58 **English** **5/05**
Stock no. 13-58a **Spanish** **5/05**

Full-color brochure packed with great information on the benefits employers receive from employees who breastfeed, ways employers can support their breastfeeding employees, and information on how to become a Mother-Friendly Worksite. A fantastic brochure for moms who will be returning to work and for sending to local-area employers.

Order from DSHS Warehouse. Use AG-30 form.



Breastfeeding and Family Planning

Stock no. 13-101
Stock no. 13-101a

English
Spanish

5/05
5/05

Brochure provides information and lists resources for family planning and birth-control methods.

Order from DSHS Warehouse. Use AG-30 form.



Give Your Baby the Best Start

Stock no. 13-102
Stock no. 13-102a

English
Spanish

9/06
9/06

Brochure provides information and lists resources and benefits for teen parents who are breastfeeding.

Order from DSHS Warehouse. Use AG-30 form.



Dad's Role in Supporting Breastfeeding

Stock no. 13-133

English/Spanish

2006

Flier gives dads tips on how they can support Mom with breastfeeding their newborn infant.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.



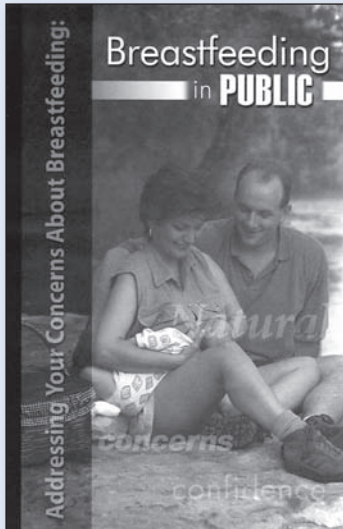
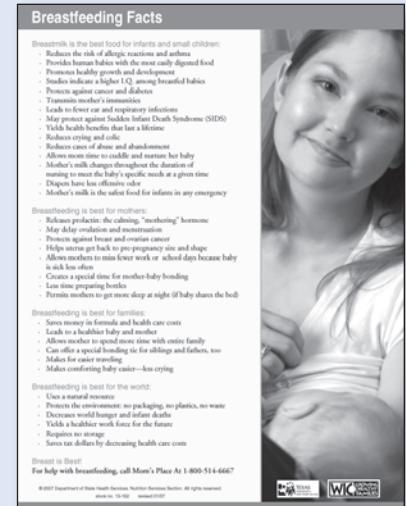
Breastfeeding Facts

Stock no. 13-162

English/Spanish

4/07

One-page handout describing all the benefits of breastfeeding for baby, mom, family, and the world! This handout may be particularly useful as a discussion tool in a participant-led class or to start a breastfeeding dialogue in a counseling session.



Breastfeeding in Public

Stock no. 13-179

English

9/05

Stock no. 13-179a

Spanish

10/05

Brochure addresses women's concerns about breastfeeding in public. Suggests ways to nurse discreetly in public and informs women of the law that protects their right to breastfeed in public.

Order from DSHS Warehouse. Use AG-30 form.

Mother's Milk: It's More Than Just Food

Stock no. 13-184

English

3/05

Stock no. 13-184a

Spanish

1/05

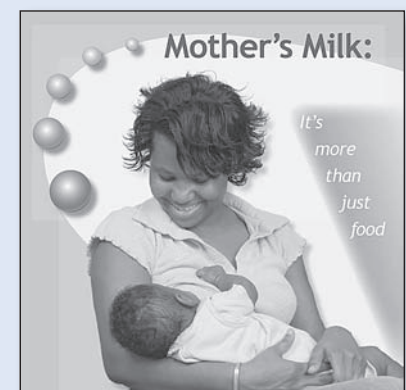
Stock no. 13-184v

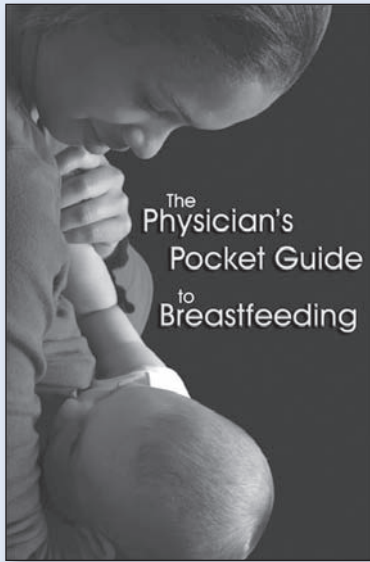
Vietnamese

1/06

Brochure recommends that infants be breastfed for at least the first 12 months of life. The message is that every baby needs love, protection, and nourishment, and breastfeeding provides all of these things.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.





The Physician's Pocket Guide to Breastfeeding

Stock no. 13-185

5/05

A 134-page peer reviewed pocket book designed as a quick reference book to aid physicians in breastfeeding management issues. The pocket book was mailed to all Texas WIC clinics, hospitals, OB/GYN, family practice, general practice, pediatric, and neonatal physicians in 2005. It would not be appropriate to issue this pocket guide to a WIC participant but would be appropriate to use as a reference book in the WIC clinic. It is most useful to new physicians and nurses, medical students/residents, and nursing students or physicians, nurses, and midwives who did not receive the pocket guide in the 2005 mail out and can be used for outreach activities.

Order from DSHS warehouse. Use AG-30 form.

HAND EXPRESSION AND STORAGE OF BREASTMILK

Stock no. 13-206

English

4/06

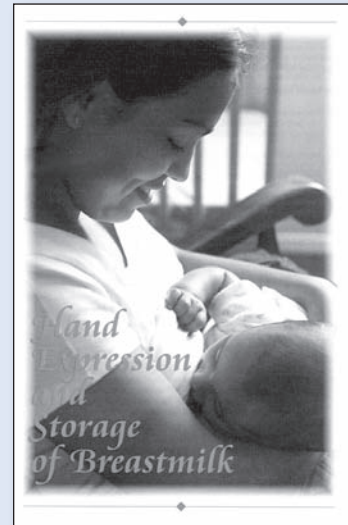
Stock no. 13-206a

Spanish

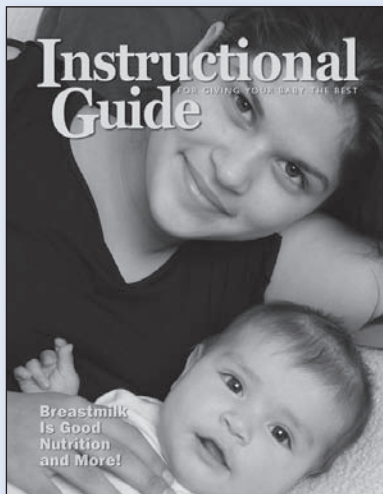
12/05

Brochure illustrates properly collecting and storing your milk, and suggests how to continue to breastfeed when returning to work or school. Not intended for use by mothers of premature or sickly babies.

Order from DSHS Warehouse. Use AG-30 form.



Instructional Guide for Giving Your Baby the Best



Stock no. 13-220

English

2/07

Stock no. 13-220a

Spanish

2/07

Stock no. 13-220v

Vietnamese

1/06

Breastfeeding guide discusses position, latch-on, milk-transfer signals, engorgement, hunger and satiety cues, growth spurts, nipple soreness, and sleepy babies. Tells when and who to call for help and how to tell if a baby is getting enough to eat.

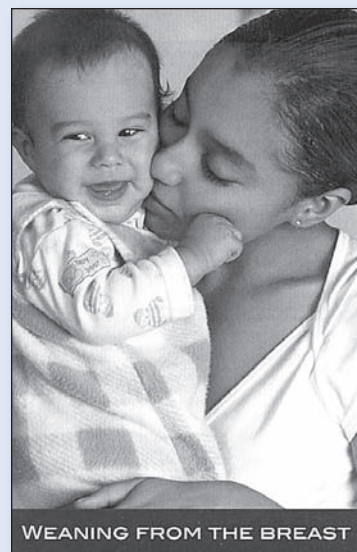
Order from DSHS Warehouse. Use AG 30 form.

Weaning from the Breast

Stock no. 13-06-11236 **English** **10/05**
Stock no. 13-06-11236a **Spanish** **11/01**

Brochure designed to support the self-paced lesson “Weaning Your Baby from the Breast,” No. SP-000-11. Encourages mothers to continue breastfeeding, but offers helpful information on weaning.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.



Just for Grandparents



Stock no. 13-06-11288 **English** **8/06**
Stock no. 13-06-11288a **Spanish** **8/06**

Brochure full of information grandparents should know: benefits of breastfeeding, how to tell if your grandbaby is getting enough to eat, milk production, and ways to support breastfeeding. A Grandparents' Creed reminds grandparents of their important family role.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.



Nursing More than One

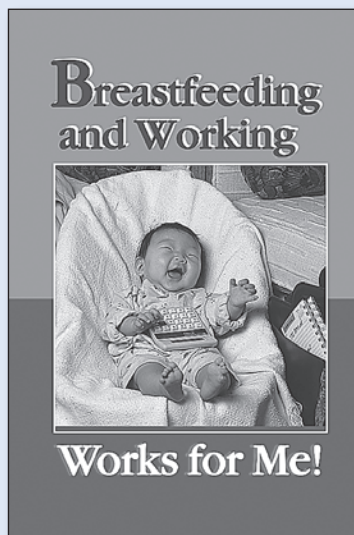
Stock no. 13-06-11289 **English** **1/02**
Stock no. 13-06-11289a **Spanish** **1/02**

Brochure with practical advice for mothers of multiples. Photos show different positions for nursing more than one baby simultaneously. Gives information on pumping, family support, and resources.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.



Breastfeeding and Working Works for Me!



Stock no. 13-06-11496
Stock no. 13-06-11496a

English
Spanish

7/05
7/05

Tri-fold brochure helps working mothers continue breastfeeding after returning to work. Includes tips on pumping and storing milk and managing working and breastfeeding.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.

Colostrum

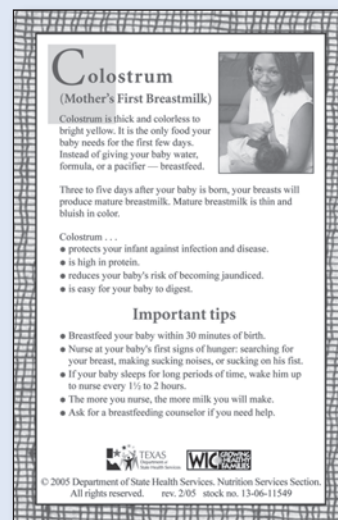
Stock no. 13-06-11549

English/Spanish

2/05

Flier defines differences between colostrum and “mature milk.” It tells new mothers why colostrum is so important for the health of the baby.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.



Breastfeeding Support Pledge Card

Stock no. 13-06-12031

English/Spanish

8/06

Pledge card designed to accompany lesson BF-000-31, *To Baby With Love: Overcoming Breastfeeding Barriers*; can also be used with other group classes, facilitated discussion, support-group meetings, individual counseling sessions, health fairs, and other community outreach efforts. WIC participants can take cards to family and friends to request their support of breastfeeding. When family and friends sign the pledge card, they are promising to support the woman's efforts to breastfeed.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.



How Do I Know if I Am Making Enough Milk?

Stock no. 13-06-12038

English

6/05

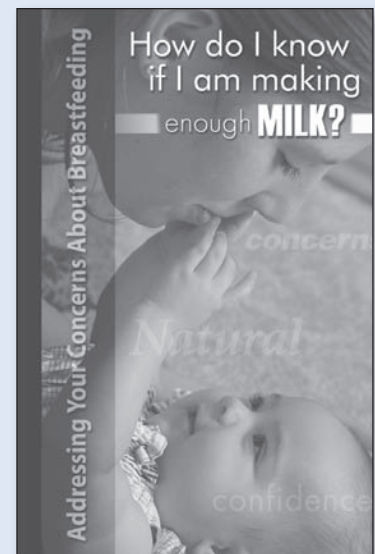
Stock no. 13-06-12038a

Spanish

6/05

Brochure provides explanations on how the body makes milk, growth spurts, how formula affects milk supply, how to tell if a baby is getting enough breastmilk, and who to call for help, and lists 10 ways to make more milk.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.



Diapers of the Breastfed Baby

Stock no. 13-06-12182

English

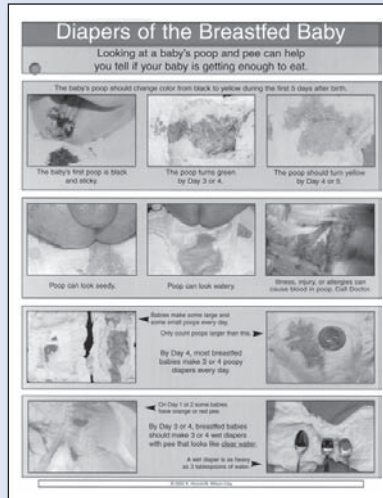
2002

Stock no. 13-06-12182a

Spanish

2002

A visual instructional sheet that informs new moms what their baby's diapers should look like in the first few days and includes a first week diaper diary. (Please order in quantities of 50.)



Talking to Your Employer about Breastfeeding

Stock no. 13-06-12257

English

8/05

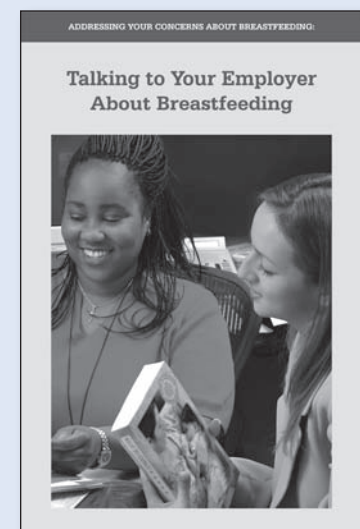
Stock no. 13-06-12257a

Spanish

8/05

Brochure that addresses women's concerns about speaking with their employer about returning to work and continuing to breastfeed.

Order from WIC warehouse. Use Texas WIC Materials Order form.



Community Action Kit for Protecting, Promoting, and Supporting Breastfeeding

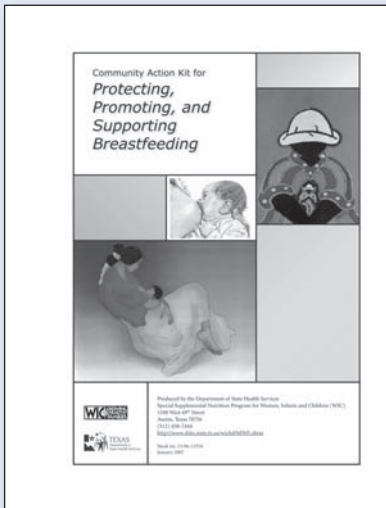
Stock no. 13-06-12554

English

2/07

A coalition building and resource notebook designed to help local agencies start a new or strengthen an existing breastfeeding coalition. It includes community assessment tips and tools, ideas on how to address the needs of your community, as well as resources to help influence change.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.



Mother's Milk: Baby's First Immunization

Stock no. 13-16

English/Spanish

5/05

Bilingual poster shows a newborn nursing, and features a miniature of the immunization schedule.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.



Mother's Milk: Our Most Precious Natural Resource

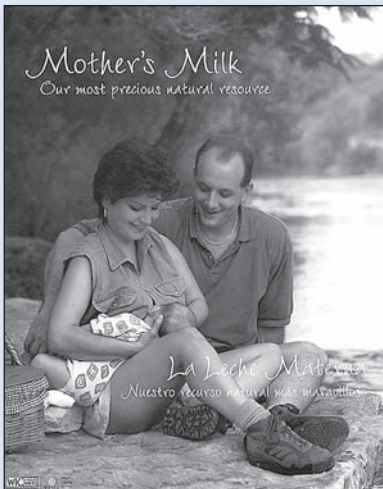
Stock no. 13-54

English/Spanish

3/05

Bilingual poster promotes breastfeeding in a relaxed environment.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.



Another Satisfied Customer

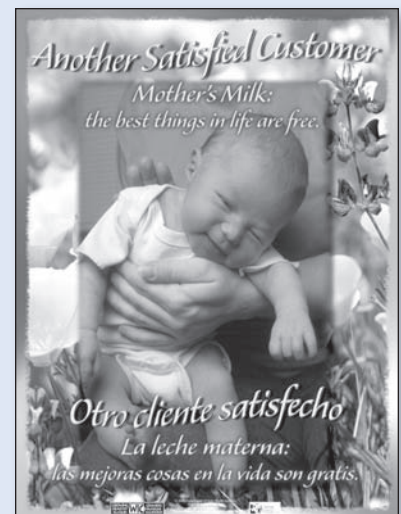
Stock no. 13-97

English/Spanish

7/06

Full-color poster illustrates a truly satisfied customer – mother's milk is the best thing in life!

Order from WIC Warehouse. Use Texas WIC Materials Order Form.





Ask about our WIC Breast Pump Program

Stock no. 13-186
Stock no. 13-186a

English
Spanish

9/06
9/06

This mini poster informs WIC participants that breast pumps are available to assist them with continued breastfeeding – even when they are separated from their breastfed child.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.



Feed Your Baby's Brain: Breastfeed

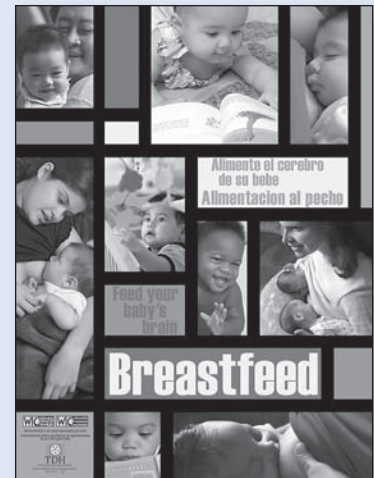
Stock no. 13-06-11638

English/Spanish

10/05

Full-color poster promotes the connection of breastfeeding and intelligence.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.



This Is a Breastfeeding-Friendly Clinic!

Stock no. 13-06-11723
Stock no. 13-06-11723a

English
Spanish

4/03
4/03

Poster for WIC clinics encourages moms to breastfeed at the clinic and to feel free to nurse their baby anywhere.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.



Stamp Out Obesity: Breastfeed

Stock no. 13-06-11920

English/Spanish

9/06

Poster highlights a mother nursing her baby and has small inset pictures that demonstrate how families can be active with their infants.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.



Women Who Breastfeed Have a Reduced Risk of Breast and Ovarian Cancer

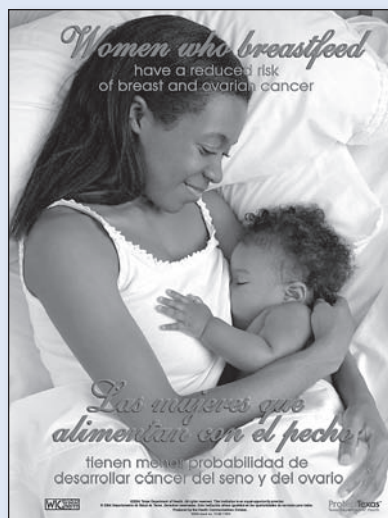
Stock no. 13-06-11924

English/Spanish

3/04

Poster advertises the benefit that breastfeeding reduces cancer risk.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.



I'm a Proud Dad

Stock no. 13-06-11934

English

8/06

Stock no. 13-06-11934a

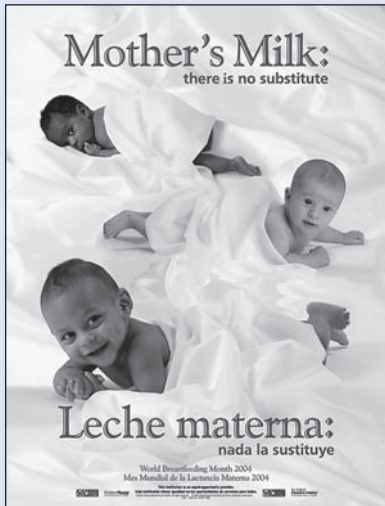
Spanish

11/05

Breathtaking poster features an African-American dad participating in skin-to-skin contact with his tiny newborn.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.





Mother's Milk: There is No Substitute

Stock no. 13-06-11969

English/Spanish

4/04

Poster focuses on the superiority of mother's milk over any other infant food.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.

Mother's Milk: It's More Than Just Food

Stock no. 13-06-12187

English/Spanish

5/05

This poster is the World Breastfeeding Month Poster for 2005. The design is coordinated with the Mother's Milk it's more than just food brochure 13-184.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.



It's Perfectly Natural: Breastfeeding, a Sure Way to a Healthy Start

Stock no.13-06-12367

English/Spanish

4/05

This poster demonstrates that breastfeeding in public is perfectly natural.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.



Texas WIC Breast Pump Program: What Hospitals Need to Know

Stock no.13-06-12480

English

9/06

This mini-poster is designed to share with local hospitals to inform them of who might qualify for a WIC pump, what types of pumps are available, and the importance of contacting the local WIC clinic as soon as they determine a mom's need for a pump.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.



Infant Feeding During Disasters

Stock no. 13-06-12506

English

10/06

Stock no. 13-06-12506a

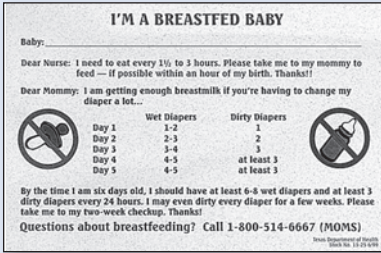
Spanish

10/06

This poster is designed to inform emergency responders of steps they can take to encourage and support breastfeeding during times of disaster and to remind WIC participants of the importance of breastfeeding during emergencies.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.

I'm a Breastfed Baby



Stock no. 13-25

English/Spanish

3/05

6" by 4" Hospital crib card gives feeding instructions to the nursing staff and mom about how often the baby needs to nurse and how to tell if the baby is getting enough to eat. Gives the toll-free telephone number for breastfeeding information.

Order from DSHS Warehouse. Use AG-30 form.

Very Important Parent Award Certificate

Stock no. 13-06-10128

English

9/06

Stock no. 13-06-10128a

Spanish

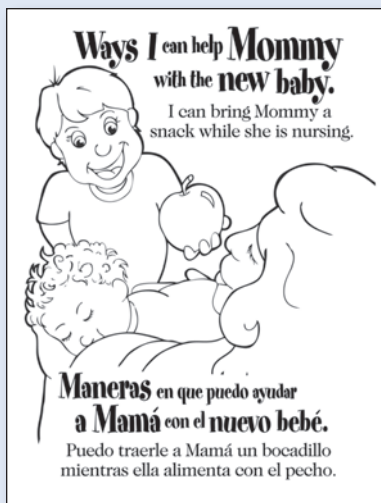
9/06

This certificate provides recognition of mothers who breastfeed.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.



Ways I Can Help Mommy with the New Baby



Stock no.13-06-10445

English/Spanish

4/06

A coloring sheet for children. It gives siblings ideas on how to help mom with a new baby

Order from WIC Warehouse. Use Texas WIC Materials Order Form.

License to Breastfeed in Public Card

Stock no. 13-06-10830
Stock no. 13-06-10830a

English
Spanish

11/05
11/05

A mother is entitled to breastfeed her baby in any location in which the mother is entitled to be. The card informs mothers and other community members of a mother's right to breastfeed in public.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.



Shh... Nursing in Progress

Stock no. 13-06-11497
Stock no. 13-06-11497a

English
Spanish

6/06
11/06

A door hanger that provides information on the importance of colostrum, early hunger cues, and how to get breastfeeding off to a good start.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.



Breastmilk Storage Guidelines

Stock no. 13-06-11968
Stock no. 13-06-11968a

English
Spanish

4/06
4/06

Magnet provides guidelines for storing breastmilk in the refrigerator, the freezer, and insulated containers with ice packs.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.

Breastmilk Storage Guidelines:

	Refrigerator	Freezer	Insulated container with ice packs
Fresh Breastmilk	5 days	3 months	8 hours
Thawed Breastmilk	24 hours	Do not refreeze	Do not refreeze

- Do not use a microwave to thaw breastmilk.
- To thaw breastmilk, run the bottle or baggie under warm water.
- Store 2-4 ounces of your milk in clean bottles or double-bagged freezer bags.

Breastfeeding your baby is the best way to make more breastmilk. Nurse often when you and your baby are together.

If you need breastfeeding help, please call 1-800-514-6667

4/04 13-06-11968



How to Tell if Your Newborn is Getting Enough Breastmilk

Stock no. 13-06-12233

English

7/05

Stock no. 13-06-12233a

Spanish

6/05

Magnet informs clients how to tell if their breastfed baby is getting enough breastmilk. It includes a colorful frame that coordinates with various World Breastfeeding Month themes. (Note: Magnet in stock varies so may be different from what is show. Information will still be the same.)

Order from WIC Warehouse. Use Texas WIC Materials Order Form

Breastmilk: 100% Natural Ingredients Bags & Bibs

Bags: Stock no. 13-06-12286

English

Bags: Stock no. 13-06-12286a

Spanish

Breastmilk: 100% Natural Ingredients

Bibs: Stock no. 13-06-12287

English

Bags: Stock no. 13-06-12287a

Spanish

Breastmilk: 100% Natural Ingredients

The bibs and bags, available with an English or Spanish logo, can be used to collate breastfeeding promotion bags. (Please order bags and bibs in quantities of 100.)

Order from WIC Warehouse. Use Texas WIC Materials Order Form



A Keepsake Book for Baby

Stock no. 13-06-12417

English

6/06

Stock no. 13-06-12417a

Spanish

6/06

A keepsake book for moms to record information from pregnancy through the baby's first year.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.



Breastfeeding Welcome Here Decal

Breastfeeding Welcome Here Decal

English/Spanish

7/06

This decal can be displayed on WIC clinic windows or glass doors and taken to hospitals, healthcare providers, restaurants, malls, and other retail businesses to attract and welcome breastfeeding families.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.



Breastfeeding Welcome Here flyer

Stock no. 13-06-12411

English

5/06

This flyer is designed to encourage retail businesses to display the Breastfeeding Welcome Here decal to attract families to their businesses.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.



Breastfeeding DVD

Stock no. DV 0057

English/Spanish

2006

This DVD has two programs, To Baby With Love: Overcoming Breastfeeding Barriers and The Comfortable Latch: A Guide to Successful Breastfeeding in English and Spanish. The DVD can be given to every pregnant WIC mom to motivate her decision to breastfeed and to give her instructions on how to get started. Local agencies can also utilize lessons SP-000-24 and SP-000-25 with this DVD.

Order from WIC Warehouse. Use Texas WIC Materials Order Form.

