



### TALWD Purpose Statement

The purpose of the Texas Association of Local WIC Directors shall be to act as a vehicle for the expression of ideas on planning, policy, coordination, implementation, and administration of the WIC program on the Local, State, and Federal level; to foster communication between local WIC programs and the Texas Department of Health with the goal of positively affecting the administration of WIC within the state; to bring together administrators of Local Agency WIC Programs, in order to provide peer support, orientation and/or assistance; and to promote professional and public awareness of new and existing Federal and State legislation.

*From the Editor:* Please contact us, if you have suggestions or story ideas. Hope you enjoy Volume 5, Issue 28  
 Meliza Garcia, Newsletter Reporter  
 Email: [mgarcia@sanpatriciocountytx.gov](mailto:mgarcia@sanpatriciocountytx.gov)

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## TALWD Membership Renewal

Have you renewed your TALWD membership for the upcoming year? TALWD memberships expire each year on December 31st.

[Learn More](#)



[https://talwd.org/images/userfiles/file/Membership/20230106122502\\_6\\_2023TALWDMembershipDuesForm.pdf](https://talwd.org/images/userfiles/file/Membership/20230106122502_6_2023TALWDMembershipDuesForm.pdf)



## WIC Weekly Memos and Bulletins

Number	Title/Notes	Date Published
<a href="#">24-042</a>	New Cereal, Yogurt and Tofu Choices Available June 1	06/05/2024
<a href="#">24-041</a>	FY25 NEBF Plan	05/22/2024
<a href="#">24-040</a>	Procedures for Disaster - Houston Storms	05/21/2024
<a href="#">24-039</a>	Virtual WIC Directors' Orientation	05/20/2024
<a href="#">24-034</a>	Summer Meal Resources for WIC Families	05/16/2024
<a href="#">24-037</a>	Therapeutic Formula Updates	05/16/2024
<a href="#">24-038</a>	Changes to Policy FD:15.0 – Issuance of Ready-To-Use Formula	05/16/2024
<a href="#">24-031</a>	Procedures for Disaster Victims – Hurricane Season	05/16/2024
<a href="#">24-036</a>	Revisions to How Do I Mix My Baby's Formula	05/15/2024
<a href="#">24-035</a>	WIC Materials With 2024 Income Guidelines Are Now Available to Order	05/15/2024
<a href="#">24-033</a>	WIC Farmers Market Nutrition Program Increases Access to Fresh Produce	05/14/2024
<a href="#">24-032</a>	2024 Texas WIC Participant Nutrition Education Survey	05/14/2024
<a href="#">24-029</a>	Breast Pump Ordering Opportunity	05/03/2024
<a href="#">24-030</a>	Reminders for Attendance Method and Recommended Appointment Features	05/03/2024
<a href="#">24-028</a>	FY25 PADC	05/02/2024
<a href="#">24-027</a>	2023 Texas WIC Feeding Practices Survey Reports	05/01/2024
<a href="#">24-026</a>	2024 National Breastfeeding Month	04/18/2024
<a href="#">24-025</a>	New trainings, updated schedule available for April, May and June	04/16/2024
<a href="#">24-024</a>	New WIC Foods and Recipes Webpages to Enhance Client Experience	04/12/2024
<a href="#">24-023</a>	Changes to Policy BF:05.0 – Breast Pump Issuance	04/10/2024
<a href="#">24-022</a>	Prenatal Education Bag Ordering Opportunity	04/03/2024
<a href="#">24-021</a>	Guidance for Nutrition Education & Breastfeeding Reinforcement Items	03/26/2024
<a href="#">24-020</a>	2024 Disposal of Records	03/25/2024
<a href="#">24-019</a>	New Electronic Fillable Forms for Returned and Donated Formula	03/22/2024
<a href="#">24-018</a>	Changes to Policy GA:20.0 – Staff Fraud and Abuse	03/20/2024
<a href="#">24-016</a>	Texas WIC Policy Revision Summary Tool	03/19/2024
<a href="#">24-015</a>	Updated WIC Director's Planning Calendar, Revised 2024	03/19/2024
<a href="#">24-017</a>	New trainings, updated schedule available for March, April and May	03/19/2024
<a href="#">24-014</a>	Revisions to Texas WIC Policy CS:12.0	03/18/2024
<a href="#">24-013</a>	Revisions to Texas WIC Policy AUT:08.0	03/18/2024

## Upcoming Breastfeeding Courses – 2024

### Contact:

Missy Hammer  
(512) 413-5709

[Missy.Hammer@hhs.texas.gov](mailto:Missy.Hammer@hhs.texas.gov)

### Breastfeeding Course Information

The Health and Human Services, Texas WIC Program collaborates with the Texas Association of Local WIC Directors (TALWD) to provide current, evidence-based lactation education to ensure consistent, accurate information across all levels of health care professionals. Courses are offered virtually, in-person, and on-demand. If your facility would be interested in hosting an in-person Lactation Principles class, please use the Contact Us feature.

**Online** Breastfeeding Management and Breastfeeding the Compromised Infant are offered online to take at your own pace. No pre-requisites and no cost.

- Texas WIC employees must take the classes on the [Texas WIC Training site](#).
- Non-WIC employees must take the classes on our site for [WIC Partners](#).
- If you have questions or problems, email [WICPartnerTraining@hhs.texas.gov](mailto:WICPartnerTraining@hhs.texas.gov)

### Live Classes

Classes are offered in-person and/or virtually. Virtual classes are free to attend and require attending orientation at least once on the learning platform, Livestorm, lasting about 20 minutes. Virtual classes are spread out over the course of several days. Registration is required in advance and closes a week prior to the class.

### Who Should Attend

Live courses are designed for local agency WIC staff and health professionals who counsel breastfeeding mothers and would like to improve problem-solving and counseling skills. The classes emphasize critical thinking. You will work through case studies and activities as a group. Be prepared to join the discussions and share your ideas with others in class. There will be no written handout or syllabus so you can focus on discussions.

Active engagement is assessed in this virtual platform using participation via chat and polls. **Evidence of consistent active engagement throughout the entire session day is required.**

#### [Advanced Lactation Management: Session 1](#)

Monday, July 15, 2024, 1:00pm – 5:00pm online only

#### [Advanced Lactation Management: Session 2](#)

Wednesday, July 17, 2024, 1:00pm – 5:00pm online only

#### [Advanced Lactation Management: Session 3](#)

Monday, July 22, 2024, 1:00pm – 5:00pm online only

#### [Advanced Lactation Management: Session 4](#)

Wednesday, July 24, 2024, 1:00pm – 5:00pm online only

#### [Lactation Principles \(virtual\)](#)

8/12/2024 – 8/15/2024, 9:00am – 12:00pm Online class over 3 consecutive days

#### [Advanced Lactation Management: Session 1](#)

Monday, September 9, 2024, 1:00pm – 5:00pm online only

#### [Advanced Lactation Management: Session 2](#)

Wednesday, September 11, 2024, 1:00pm – 5:00pm online only

#### [Advanced Lactation Management: Session 3](#)

Monday, September 16, 2024, 1:00pm – 5:00pm online only

#### [Advanced Lactation Management: Session 4](#)

Wednesday, September 18, 2024, 1:00pm – 5:00pm online only

#### [Advanced Lactation Management: Session 1](#)

Monday, December 2, 2024, 1:00pm – 5:00pm online only

#### [Advanced Lactation Management: Session 2](#)

Wednesday, December 4, 2024, 1:00pm – 5:00pm online only

#### [Advanced Lactation Management: Session 3](#)

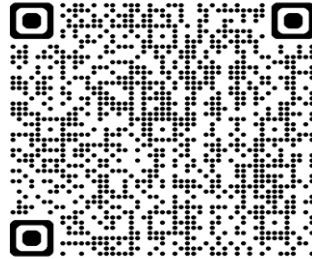
Monday, December 9, 2024, 1:00pm – 5:00pm online only

#### [Advanced Lactation Management: Session 4](#)

Wednesday, December 11, 2024, 1:00pm – 5:00pm online only

## TXIN and myWIC Live Trainings

Check out the [Live Training Schedule](#) for full details on upcoming training opportunities.



## Order Promotional Items for WIC Clinics - Limited Stock!



Check out our promotional items available to WIC clinics for a limited time:

[Featured Products – Texas WIC Catalog \(specialbee.com\)](#)

Items include:

- The WIC recipe cookbook
- Children's books
- Canvas art
- Zobey and friends stickers
- Coloring books
- And MORE!

**Hurry and order these items before they are gone!**

## Register Now

Guest speakers will present live on Zoom and be recorded in the WIC LMS for future viewing. Please register in advance. Visit registration pages for more details. Contact [Angela Gil](#) if you have any questions.

### Designing Clear and Effective Health Messages



#### Session 2

**Date: Thursday, June 20**

**Time: 12-1 pm CST**

During this training, Dr. Mackert will focus on health literacy and designing more effective health messages to engage WIC clients. Awarded 1.0 RD CPEU.

[Register Here](#)

### Instagram Era: The Impact of Social Media on Parents During Pregnancy and Lactation



**Date: Thursday, July 11**

**Time: 12-1:30 pm CST**

During this training, Laurel Wilson describes how families use social media and how infant formula companies use these platforms against the WHO Code. Learn how to use social media to engage clientele without compromising privacy. Awarded 1.5 IBCLE Cerps and CNE credits.

[Register Here](#)



## Press Releases

*June 10, 2024*

### [FY25 HOUSE BILL FUNDING WIC FALLS SHORT OF PROJECTED CASELOAD](#)

Today, the House Appropriations Committee proposed increased funding for WIC in FY25...

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*April 9, 2024*

### [USDA FINALIZES CHANGES TO WIC FOOD PACKAGES; NATIONAL WIC ASSOCIATION CALLS FOR SWIFT IMPLEMENTATION](#)

Today, USDA released the final rule updating WIC food packages, marking a historic moment in WIC's 50th year and great progress in the evolution of the first food as medicine program.

## Media Coverage

*NBC News | April 9, 2024*

### [LOW-INCOME FAMILIES HAVE MORE TO SPEND ON FRUIT AND VEGGIES THANKS TO NEW WIC RULE](#)

The changes to the federal nutrition program will also give women, infants and children who receive benefits more flexibility to purchase other foods.

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*New York Times | April 9, 2024*

### [FOOD AID PROGRAM FOR MOTHERS AND CHILDREN WILL PROVIDE MORE FRUITS AND VEGETABLES](#)

The Agriculture Department updated the WIC program to more closely align with nutrition guidelines. The changes also reduce assistance for milk and juice.



### Join NWA's WIC 50th Anniversary Giving Campaign - Download the Toolkit

Join NWA in celebrating WIC's 50th Anniversary in 2024 through our Giving Campaign. From Giving Tuesday to end-of-year contributions, social media interactions, and personal outreach, we're on a mission to raise funds and amplify awareness about WIC's crucial role in providing health and nutrition support. [This toolkit](#) includes instructions on starting a Facebook fundraiser, sample social media posts, graphics, and model email copy to share with your loved ones. We invite all NWA members to spread the word and contribute to our cause.

[Download the Toolkit](#)



## Association Update

### Embrace the Milestone Year with NWA Membership Renewal

This past year has marked incredible strides for WIC and NWA. NWA's efforts have ensured that WIC remains a priority for lawmakers, emphasizing member-centric programming and innovative practices that enrich the WIC participant experience. As we approach the NWA membership renewal season, we deeply appreciate your support, which has been instrumental in our progress. Looking ahead to the 50th anniversary of WIC in 2024, your continued membership will be pivotal in our efforts to support our mission.

Explore highlights of what we accomplished in 2023 [here](#) and learn more about member benefits [here](#). The deadline for membership renewal is December 31, 2023. Thank you for being an essential part of our community and for your ongoing support. *If you have any questions, please don't hesitate to contact us at [membership@nwica.org](mailto:membership@nwica.org).*

[Renew Your Membership](#)

## NWA Events

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August 6-7, 2024

[2024 virtual nwa technology, innovation, and vendor management conference](#)

**We are excited to announce that NWA will be hosting a 2-day 2024 NWA Virtual Technology, Innovation, and Vendor Management Conference August 6th and 7th.**

The virtual conference is a forum to engage with emerging and pressing developments in technology and innovations that enhance the WIC participant experience by removing barriers to participation.

Topics that will be discussed include:

- Data linkages to enhance participant recruitment and retention
- Developments in online ordering, the WIC shopping experience, and vendor management
- Remote certifications - lessons learned and opportunities
- Management Information Systems
- Using AI to streamline access to WIC
- Using data dashboards

Implementing innovative technology and managing program integrity can be complex, but together we can find solutions that provide flexibility and choice for WIC participants and support WIC practitioners to recruit and retain eligible families with high quality services.

This virtual conference brings together WIC staff from state and local agencies, researchers, technologists and other stakeholders for thought partnership to innovate the WIC participant experience.

*Quick Links*

- [View the Program and Other Event Details](#)
  - [Register](#)
- 

9/9/2024 - 9/10/2024

[nwa's wic voices summit](#)

**Save the date!**

NWA's WIC Voices Summit will be held **September 9-10, 2024**. This in-person summit will kick off with workshops on current WIC issues, and include a Capitol Hill Education Day.

More details to come!

This event is open to current state or local WIC staff only.

*Quick Links*

- [View the Program and Other Event Details](#)
- 

November 19-21, 2024

[2024 nwa nutrition education & breastfeeding conference](#)

Save the Date! The 2024 Nutrition Education & Breastfeeding Conference will take place in Baltimore, Maryland on Tuesday, November 19 – Thursday, November 21!

**Abstract Call is NOW OPEN!**

**Registration Opening Summer 2024**

*Quick Links*

- [View the Program and Other Event Details](#)



## NWA Webinars

We invite NWA members to explore our various WIC-related webinars. We offer webinars on Thursdays from 3:00 - 4:00 pm ET unless otherwise noted. See below for a schedule of upcoming webinars.

You can also register for upcoming webinars and watch our **archived webinars on-demand** on the [NWA Online Community Webinars Group](#). The community is for WIC agency staff with active NWA membership. If you have issues accessing the online community, please email us at [membership@nwica.org](mailto:membership@nwica.org).

### NWA Webinars

To attend NWA webinars, **you must register in advance**. The links below will take you directly to registration. Upon completing your registration, you will receive a confirmation email. If you don't see that email, please check your spam/junk mail folder. We strongly recommend you add **no-reply@zoom.us** and **membership@nwica.org** to your email safe senders list to be sure you get your confirmation and other important emails about the webinar.

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**There are no webinars currently scheduled. Please check back soon for updates!**

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All live attendees will receive the following within approximately one week of the live webinar broadcast:

- A link to the Webinar Recording on the NWA Online Community (for members only)
- Slides (If approved by the Presenter to Share)
- Certificate of Attendance
- CDR and/or IBCLC Continuing Education Certificate (If offered)
- Have a webinar question or idea? Email us: [membership@nwica.org](mailto:membership@nwica.org).

# WIC ADVOCACY TOOLKIT

No one knows WIC as well as WIC staff! That knowledge and experience present you and your colleagues with the unique opportunity to be a voice for WIC. This toolkit from the National WIC Association walks you through a variety of advocacy activities with tips, worksheets, and examples of how you can elevate your WIC voice.

## In this toolkit you will find:

- [Why Advocacy Matters](#): Explains why it's important to talk about WIC on a local, state and national level.
- [What is Advocacy](#): Lists all of the ways you can advocate for WIC.
- [When Does Advocacy Become Lobbying?](#) Describes the differences between advocacy and lobbying and how you can advocate without stepping into the territory of lobbying.
- [WIC Funding Basics](#): Provides an explanation of how WIC is funded.
- [Building Support for WIC in Your Community: Engaging Partners and Forging Coalitions](#): Describes the importance of partnerships to your advocacy work and how to go about building strategic partnerships.
- [Developing Strong Advocacy Messages](#): Describes how to create effective advocacy messages.
- [Contacting Elected Officials](#): Provides tips for contacting policymakers, leading effective WIC advocacy meetings, hosting site visits, and other activities involving elected officials.
- [Engaging the Media to Promote WIC](#): Provides tips on how to engage traditional press as well as social media to advocate for WIC.
- [Telling Your WIC Story: Why and How](#): Provides guidance for effective WIC storytelling, through verbal and written stories as well as photography and videos.
- [Evidence-Based WIC Advocacy](#): Explains how to effectively use data and statistics in your advocacy messages.

## WHERE CAN I LEARN MORE ABOUT CURRENT WIC POLICY ISSUES?

- [WIC Funding Basics](#) (process of funding program)
- [Educating Washington: Why Engaging with DC Matters for WIC](#)
- [Support the Wise Investment in our Children \(WIC\) Act](#)

Our [publications page](#) has links to many other NWA-produced fact sheets, papers, and reports about the WIC program that provide background and context for current WIC policy issues.

## WHAT CAN I DO TO HELP?

- Email, call or visit your representative. Use this [search tool](#) to find your elected officials and their contact info.

## WHAT SHOULD I SAY TO MY REPRESENTATIVE?

- Share your [State's WIC profile](#) for state-specific data and participant stories.
  - Watch what other NWA members had to say about talking with policymakers in the video below.
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## IS THIS ADVOCACY OR LOBBYING?

- **This is a lobbying activity.** If your job is funded through the government, you can send the email during your break time or after work.
- **Not all advocacy efforts are lobbying.** Advocacy is not lobbying when you're informing members of Congress about WIC and highlighting WIC's achievements: You are educating policymakers about WIC. This helps promote a positive image of WIC and hopefully translates into favorable WIC policies in the future.
- **Examples of non-lobbying advocacy:** clearing up misconceptions about WIC; explaining the positive impacts of the improved WIC food packages; describing the importance of breastfeeding peer counselors; and conveying WIC successes.
- For more specifics, read [When Does Advocacy Become Lobbying?](#)

## OTHER WIC-RELATED ADVOCACY

We engage in various public health-related advocacy issues. Check back for updates on other ways you can take action to support WIC!

## HOW CAN I LEARN MORE ABOUT WIC POLICY?

Contact our Public Policy team:

- **Ali Hard**, [ahard@nwica.org](mailto:ahard@nwica.org), Director of Public Policy
- **Nell Menefee-Libey**, [nmenefeelibey@nwica.org](mailto:nmenefeelibey@nwica.org), Manager of Public Policy

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## THE WIC HUB

[The WIC Hub](#) is a website for WIC staff, researchers, and advocates to navigate and explore the world of WIC.

[Action Central](#) for all things WIC Advocacy

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**SAVE THE DATE:****2024 TALWD ANNUAL CONFERENCE**

11/12/2024 - 11/15/2024

Embassy Suites, Grapevine, Texas  
(Information to follow)**SAVE THE DATE:****ABM 29TH ANNUAL INTERNATIONAL MEETING****November 14 – 17, 2024 | Hyatt Regency Schaumburg****Schaumburg, IL, USA**

The 29th Annual International Meeting is the ideal context to engage in innovative workshops, address evolving issues and connect with an international organization of clinicians devoted to the promotion, protection, and support of breastfeeding. Registration will include access to educational sessions, posters, exhibits, and CE/CME/CERPS opportunities.

Please [click here](#) for travel and hotel information and [here](#) for ABM staff members' Schaumburg favorites.

**About the Conference**

In celebration of WIC's 50th birthday, OSDH WIC will be hosting a "In Our Golden Era" WIC Conference. This 3-day event will be held July 24-26th, 2024, at the NCED Training Center in Norman. The conference will kick-off at noon on Wednesday, July 24th and end at noon on Friday, July 26th to allow for travel time.

This training will be packed with award-winning speakers, WIC celebrities, a star-studded birthday party, glamorous outfits and some Golden Globe Awards!

Sessions will focus on topics such as: motivational interviewing, customer service, taking ownership of your role, gut health, mental health, baby behavior and much more! All three days are relevant for all WIC staff, including nutritionists, nurses, clerical and peer counselors.

[Register Now](#)

# 2024 ANNUAL MEETING Nominees

## **Art Fuston nominee: Jessica Neal**

Jessica has been a great leader within TALWD and WIC. She has worked tirelessly as the TALWD Treasurer and member of the Technology Task Force. She is always mindful of providing the best possible service to clients, yet she advocates for staff and understands their challenges. Jessica is thoughtful and always willing and ready to lend a helping hand. She is an asset to TALWD and WIC.

## **Customer Service nominee: Juliette Coronado**

Juliette has worked diligently to make the myWIC app a useful tool for staff and clients. Her knowledge of WIC, policies and procedures, and technology is impressive. She responds quickly to questions, is open to feedback and advocates for the La's and staff.

## AGENCY SPOTLIGHT

### National Nutrition Month Celebration at LA 042

BY HEMA CHERUKOORU, RDN, LD, NUTRITION EDUCATION COORDINATOR, WILLIAMSON COUNTY AND CITIES HEALTH DISTRICT WIC



Williamson County and Cities Health District (LA 042) celebrated National Nutrition Month on March 2.

This free event was open to the public and was promoted to WIC clients in Williamson County.

Staff got in the spirit by wearing costumes of fruits, vegetables, a burrito and other fun foods. Other staff wore T-shirts with the 2024 National Nutrition Month theme.

There were many fun activities for clients, including:

- A cooking demo and sampling of black bean quesadilla and kale chips.
- Face painting.
- A hydration station with water infused with pineapple, oranges, cucumbers, lemon and limes.
- An inflatable bounce house to promote children's activity.
- Nutrition education reinforcements such as the MyPlate activity kit, food groups, smart snacks and more.
- A passport for clients to collect stickers at each station they visited.
- A chance to win raffles for their participation.

Many vendors participated as well, including master gardeners who taught about growing spinach from seeds and distributed samples for participants to take home. They also provided tangerine and spinach salad samples.

It was a great turnout. Participants and WIC staff had a lot of fun with this event!

LA 26 March 1<sup>st</sup>, National Nutrition Month Event

LA 26 celebrated National Nutrition Month on March 1<sup>st</sup>, with several activities for our team.

Our N.E Coordinator worked on organizing the event for over 3 months to put together a great learning experience for our professional and support team. The event was held at the Houston FoodBank, and it was cosponsored with TALWD. We were also to serve boxed breakfast and lunch to our team. We had a 2-track activity in the morning session including one track for our support team and one for the professional team (see agenda attached).

In the afternoon we had 16 exhibitors for the entire team. Our staff enjoyed all the activities and learned a great deal in the process.

We were fortunate that all the presenters volunteered their time, and we owe that to the power of networking by our N.E Coordinator. As a token of our appreciation, we were able to gift all the presenter with cooking/kitchen items. This was a successful event and we are looking forward to what next year will bring.



March 2024- LA 03 Cameron County

With the new memo that went out October 2023 that outlined the expectations for nutrition education it emphasized that beginning January 2024 we needed to be in compliance with the live in-person class requirement. Although, as an agency we've always been promoting and offering our in-person classes, at times it was challenging with the convenience of online classes offered. In addition, it seemed like after Covid 19 more of our clients were drawn to the convenience of receiving their WIC services remotely or with minimal in person clinic wait time.

In efforts to draw in more clients to our clinics, in January 2024, as part of our 2<sup>nd</sup> quarter classes offered, we hosted our first live in-person cooking demonstration with Ms. Nancy Bazaldua, Assistant WIC Director and Mr. Cristhian Martinez, QA Coordinator. The recipe, which is a WIC recipe, was Black Bean Quesadillas and was also featured as a hybrid class for the rest of our sites. The live class was filmed at our Mary P. Lucio WIC clinic in English, and then in Spanish in front of a live audience. It was also broadcast live as a hybrid class via our Cameron County Public Health YouTube® page. At the end of the class, clients who attended a live or in-person class were given a small sample of the recipe and a small incentives as part of our appreciation for having them come in. Here are a few images taken from our live in-person class.

If you would like to see the class in its entirety in English or in Spanish click on the links below.

[Bing Videos](#)

[Bing Videos](#)







🕊️ In Loving Memory of Lupita Fuentes 🕊️

It is with heavy hearts that we share the news of the passing of our dear WIC Director, Lupita Fuentes, who bravely fought a long battle with cancer. Lupita was not only a cherished member of our United Medical Centers family but also a beloved pillar of our community, serving as an Eagle Pass Independent School District Board Member for almost 21 years.

Lupita's dedication, compassion and commitment to serving others left an indelible mark on all who had the privilege of knowing her. And we were very lucky to have Lupita as part of our UMC family since March 10, 1982.

During this difficult time, we offer our deepest condolences to Lupita's family, friends, and loved ones. Our thoughts and prayers are with them as they navigate this profound loss.

Let us remember and honor Lupita's remarkable life, her selfless contributions to our community, and the lasting impact she had on all of us.