

# Ways to Celebrate World Breastfeeding Month 2006

This year's Texas theme is, *It's Perfectly Natural*. It focuses on increasing public support and acceptance of breastfeeding as the infant feeding norm. To increase public support in your community try one of the following promotion ideas.

1. Use the World Breastfeeding Month press release or **create your own public advertisement for breastfeeding**. Send your script to local radio stations and ask them to read it during the month of August as a public service announcement.
2. **Personalize the press release** and send it to your local newspaper to print during the month of August. Include a photo of a mother and newborn.
3. Use the draft Governor's proclamation and ask your local city council or mayor to **proclaim August Breastfeeding Awareness Month**.
4. **Reach out to physicians in your area**. Ask them to display the *Breastfeeding Welcome Here* decal. Order additional breastfeeding posters and have them framed. Take the posters along with some breastfeeding brochures and your business card to physicians in your area.
5. Contact **local businesses** (including libraries, stores, restaurants and other public places) and provide them with a *Breastfeeding Welcome Here* decal and information sheet. Ask if they would be willing to display the decal at their business.
6. Give **Breastfeeding Friendly Business Awards** to local businesses that promote breastfeeding. Provide them with certificates of appreciation to hang in their business. Provide publicity for the business and breastfeeding by inviting the media to cover the event.
7. **Have a World Breastfeeding Month community celebration**. Consider inviting local business people, city council members, childcare center directors and health providers to your World Breastfeeding events. Provide them with certificates of appreciation for supporting breastfeeding in your community.
8. Contact your local **museum, library, or shops** and ask them to **create displays** that feature breastfeeding during the month of August. Provide them with copies of this year's World Breastfeeding Month poster and brochures to display.
9. If your local **grocery stores** have bulletin boards near the checkout ask if you can do a bulletin board display on the benefits of breastfeeding during August or give the stores a copy of this year's poster to display.
10. Join breastfeeding advocates around the world and schedule a **World Walk for Breastfeeding** during the first week of August.
11. Partner with area businesses to **have World Breastfeeding Month celebration** at your clinic. Invite pregnant and breastfeeding moms and ask local businesses to donate food or prizes for the participants.
12. Partner with area businesses to have a **best-looking breastfed baby contest** at their location or at your office and ask the local business to donate the prize.