Memorandum

#21-053

TO: WIC Regional Directors
    WIC Local Agency Directors

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

DATE: May 27, 2021

SUBJECT: 2021 National Breastfeeding Month

Every August, Texas WIC joins communities across the country in celebrating National Breastfeeding Month. The theme this year is “Protect Breastfeeding: A Shared Responsibility.” The goal is to celebrate the profound benefits of breastfeeding and recognize the role each of us play to ensure moms have the support they need to meet their breastfeeding goals.

Additionally, Texas WIC will celebrate the first national Asian American Native Hawaiian Pacific Islander Breastfeeding Week, the third annual Native Breastfeeding Week, and the ninth annual Black Breastfeeding Week to recognize disparity in breastfeeding rates and the barriers faced by these mothers to breastfeed.

Activity ideas for National Breastfeeding Month are listed below. If you have any questions or would like additional information, please contact Ngoc Huynh, Infant Feeding Consultant, at Ngoc.Huynh@hhs.texas.gov.

2021 Celebrating and Supporting Breastfeeding

Here are a few ways you can support breastfeeding virtually and in-person.

1. Kick off National Breastfeeding Month virtually! You can use this opportunity to recognize the IBCLC and PCs in your clinic who support moms’ breastfeeding efforts. This can be via a live event or a pre-recorded video posted on your social media page.
2. **Rewind and recognize.** Take a look back at what your agency has achieved in the past year and recognize the important work your staff has done to support breastfeeding mothers. Share stories related to community partnerships and comments from clients about breastfeeding support they received from staff. Celebrate the innovative solutions implemented by your agency to support breastfeeding mothers during the last year.

3. **Gather your resources.** Provide a list of free breastfeeding support resources in your area and highlight work that your community is doing to help breastfeeding mothers.

4. **Host a giveaway on social media.** Encourage moms to share a “brelfie” (breastfeeding selfie) on your social media page or with a hashtag for a chance to win a nutrition or breastfeeding reinforcement item at the end of the month. *A list of suggested items and hashtags is at the bottom of this memo.*

5. **Partner with local organizations to host a breastmilk donation drive.** Work with local milk banks to raise awareness for breastmilk donations to benefit medically vulnerable babies. Texas has two milk banks ([Mother’s Milk Bank at Austin](https://www.mothersmilkbankatAustin.org/) and [Mother’s Milk Bank of North Texas](https://www.mothersmilkbanknorthtexas.org)) where mothers can call to be screened for donations.

6. **Say thanks to moms.** Send out cards or letters acknowledging moms for their hard work. Encourage moms to be proud of themselves for their breastfeeding efforts. ‘Thank You’ cards can be ordered from the WIC Catalog: 13-06-1701.

7. **Host a virtual guided relaxation session.** Give moms a space to wind down and care for themselves through meditation or relaxation. You can begin other virtual meetings with a guided relaxation session.

8. **Host a drop-in breastfeeding event!** You can distribute “swag bags” and have photo opportunities for clients. For example, you can produce social media photobooth frames for each event. These frame props have a square cut out at the center and can feature your organization or agency’s social media handle, a custom caption and event hashtags. Create an event on Facebook to invite your followers and encourage people to share! *You can use this opportunity to increase traffic to your social media page and share a hashtag specific to your agency and NBM!* 

9. **Breastfeeding Trivia.** Host a virtual trivia game where parents can join online and be quizzed by your IBCLC and PC on breastfeeding facts. This is a great opportunity to engage and educate your clients. Those who answer correctly can be entered in a raffle for an item. *A list of suggested items is at the bottom of this memo.*
10. **Virtual “latch” party.** Your LA can host a virtual latch party and encourage all moms to attend. This year’s [Global Big Latch On](https://www.globalbiglatchon.org/) is August 6, 7 and 8.

11. **Promote WIC’s live breastfeeding classes!** Encourage participants to attend live breastfeeding classes on [TexasWIC.org](https://www.texaswic.org). Classes are held on Mondays (2-3 p.m.) and Wednesdays (7-8 p.m.). For a detailed schedule of classes, please visit TexasWIC.org

**Suggested nutrition and breastfeeding items:**

Purchase items to celebrate the month using guidelines from policies AC 9.0 and AC 34.0. Breastfeeding promotion items should be intended for a clear breastfeeding purpose or contain a breastfeeding message, such as your local breastfeeding hotline or the Texas Lactation Support Hotline, BreastmilkCounts.com or the Texas breastfeeding law. Outreach items that go to potential clients should contain the WIC logo, [texaswic.org/apply](https://www.texaswic.org/apply) or your local appointment line. Ideas include:

- Face masks
- Bibs
- Burp cloths
- Baby onesies
- Instagram photo frame
- Hand sanitizer
- Breastfeeding scarf
- Breastmilk Storage Bags
- Insulated bag for breastmilk storage

**Suggested hashtags:**

- #Breastfeeding
- #Breastfeeding4PublicHealth
- #BuildingBackBetter
- #NormalizeBreastfeeding
- #ProtectBreastfeeding
- #SharedResponsibility
- #TexasWIC
- #WarmChain4Breastfeeding
- #WICBreastfeedingMothers
- #WICLovesMe
- National Breastfeeding Month (August 1 – 31)
  - #NationalBreastfeedingMonth2021
  - #NationalBreastfeedingMonth
  - #NBM21
• World Breastfeeding Week (August 1 – 7)
  o #WorldBreastfeedingWeek2021
  o #WorldBreastfeedingWeekAtWIC
• Native Breastfeeding Week (August 8 – 14)
  o #1stSacredFood
  o #IndigenousMilk
  o #IndigenousMilkMedicine
  o #IndigenousParenting
  o #NativeBreastfeedingWeek2021
  o #RepresentationMatters
  o #StrongResilientLatched
• Asian American Native Hawaiian and Pacific Islander Breastfeeding Week (August 15 – 21)
  o #AANHPI
  o #AANHPIBreastfeedingWeek
  o #AsianBreastfeedingStory
  o #ReclaimingOurTradition
• Black Breastfeeding Week (August 25 – 31)
  o #BlkBFing
  o #BlackBreastfeedingWeek2021
  o #BlackBreastfeedingWeekAtWIC
  o #BlackInfantHealth
  o #BlackMamasBreastfeed
  o #RepresentationMatters

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