Action Ideas for
World Breastfeeding Week 2012
Understanding the Past – Planning the Future
20th World Breastfeeding Week

Understanding the Past - Planning the Future:
Celebrating 10 years of WHO/UNICEF's Global Strategy for Infant and Young Child Feeding

"20 years ago, the World Alliance for Breastfeeding Action (WABA) launched its first World Breastfeeding Week (WBW) campaign with the theme: "Baby-Friendly Hospital Initiative". So much has happened in these 20 years, it is time to celebrate but also to look back, understand what has happened and why. Then plan what more can be done to support all women to be able to optimally feed and care for of their infants and young children. More than 120 countries celebrate World Breastfeeding Week. August 1-7 is the week celebrated in the United States." – *worldbreastfeedingweek.org*

The WBW objectives this year are:

1. To recall what has happened in the past 20 years on infant and young child feeding (IYCF).
2. To celebrate successes and achievements nationally, regionally and globally, and showcase national work at global levels.
3. To assess the status of implementation of the Global Strategy for Infant and Young Child Feeding (GS).
4. To call for action to bridge the remaining gaps in policy and programs on breastfeeding and IYCF.
5. To draw public attention on the state of policy and programs on breastfeeding and IYCEF.

The following are activity ideas that may be helpful as you develop plans to celebrate this special week.

Media

Write an article for your local newspapers about this year's WBW theme, breastfeeding facts, and local resources.

Volunteer to be interviewed on a local television or radio station about WBW, the progress that has been achieved in the past 20 years, and what still needs to be done for all members of the community to realize the superiority and normalcy of breastfeeding.

WIC Clinics

Organize a community partners meeting to develop action plans to support WIC breastfeeding mothers and infants.

Honor your community partners for the work they do to promote and support breastfeeding.

Hold an exhibit of breastfeeding art in a local bookstore, library, bank or other venue.

Give WIC moms a certificate of congratulations for breastfeeding. Frame or laminate the certificates.

Give dads a certificate to recognize their support of breastfeeding mother/infant dyads.

Allow or ask staff to model mothering behavior by wearing dolls in slings in the clinic.

Invite a local photographer to take pictures of breastfeeding mothers and babies in the clinic. Display them in the clinic waiting areas and make copies for the moms.

Set up a display in your clinic of WIC staff and clients who breastfed. Include quotes from these mothers.

Offer ribbons or buttons to pregnant women who plan to breastfeed and those who have breastfed.

Send WBW postcards or cards with encouraging messages to prenatal and breastfeeding clients.

Wear breastfeeding promotion shirts and buttons to support World Breastfeeding Week.

Invite local, state, and/or national legislators to your agency to celebrate WBW and learn how WIC supports breastfeeding.

Ask your governor or mayor to sign a WBW proclamation!

Health Care Providers

Offer breastfeeding in-services to local physicians and staff on the importance of breastfeeding.

Promote the 2012 AAP Statement on Breastfeeding and the Use of Human Milk, which can be found at: http://pediatrics.aappublications.org/content/129/3/e827.short

Send thank-you notes or homemade treats to health care providers who are supportive of breastfeeding to recognize their efforts.

Share with local health care providers, the AAP's "Ten Steps to Support Parents' Choice to Breastfeed their Baby": http://www2.aap.org/breastfeeding/files/pdf/TenStepsPoster.pdf

Promote the AAP's breastfeeding resources: http://www2.aap.org/breastfeeding/curriculum/references_resources.html

Community

Collaborate with Maternal and Child Health agencies to offer breastfeeding support groups.

Set up a "rock and relax" booth at outdoor events with comfortable rockers for moms to breastfeed. Provide breastfeeding education materials and personnel to answer questions.

Host a baby shower, a mother/grandmother tea, or other family events to recognize the importance of supporting the breastfeeding dyad. Celebrate with a speaker, handouts, door prizes, and refreshments!

Collaborate with a local breasfeeding coalition or La Leche League group to host an event during WBW.

Recognize businesses that accommodate breastfeeding employees or patrons.

Collaborate with local libraries to develop displays or suggest a children's story hour featuring a book with positive breastfeeding messages. Provide bookmarks or breastfeeding books for mothers or children.

National WIC Association

Developed and distributed by the
National WIC Association Breastfeeding Promotion Committee (6/2012)
Compiled from state World Breastfeeding Week activities
Adapted from the World Alliance for Breastfeeding Action (WABA) website

WABA