Action Ideas for
World Breastfeeding Week 2010
Breastfeeding: Just Ten Steps! The Baby Friendly Way

Each year, over 120 countries celebrate World Breastfeeding Week. The United States celebrates from August 1 to August 7.

The theme for 2010 is Breastfeeding: Just 10 Steps! The Baby Friendly Way

Health care facilities play a vital role in the establishment of breastfeeding. The “Ten Steps to Successful Breastfeeding” provides supportive pathways enabling women to achieve their breastfeeding goals.

WIC can develop programs to guide the training of staff in breastfeeding support. The World Breastfeeding Week this year commemorates the twentieth anniversary of the Innocenti Declaration that calls for implementation of the Ten Steps in all maternity facilities.

The following World Breastfeeding Week activity ideas may be helpful as you develop plans to celebrate this special week.

WIC Clinics

Prepare a handout for mothers on how to have a good breastfeeding experience at the hospital.

Prepare a presentation for your local hospital on the Baby Friendly Hospital initiative and how it helps mothers and babies to have a healthier birth experience.

Develop clinic bulletin boards with information on the Ten Steps to Supporting Breastfeeding.

Give dads a certificate to recognize their support of breastfeeding mothers and infants.

Invite a photographer to take pictures of mothers and babies who breastfeed. Give copies to the mothers and put the pictures on display in WIC clinics.

Prepare information for community partners on how to support breastfeeding the Baby Friendly Way.

Develop crib cards using the Ten Steps for mothers to use at the hospital.

Obtain a copy of the Ten Steps to promote a “Baby Friendly WIC clinic” environment. Organize a staff day to see how many of these Ten Steps your clinic can achieve.

Develop a proclamation for your governor or local mayor to sign, emphasizing the importance of Baby Friendly.

Develop talking points, posters and information for local, state and/or national legislators to encourage and support lactation support services.
WIC Clinics (continued)

Send World Breastfeeding Week postcards with encouraging messages to prenatal and breastfeeding clients.

Send a card to mothers on their baby’s first birthday congratulating them on their breastfeeding efforts.

Honor and recognize mothers who breastfeed over 1 and 2 years.

Health Care Providers

Offer to provide breastfeeding in-services to local physicians and their staff on the Breastfeeding Friendly Physician’s Office. (See Protocol # 14 at: http://www.bfmed.org/Resources/Protocols.aspx.)

Inform medical students and physicians of AAP’s Breastfeeding Residency Curriculum which can be found at: http://aap.org/breastfeeding/curriculum.

Community

Provide or prepare information on nearby Baby Friendly Hospitals. Celebrate this accomplishment. Provide information on how other hospitals can achieve the same status.

Set up a “rock and relax” booth at the state fair with three stations: a changing area with diapers and wipes, an area for breastfeeding education materials with someone available to answer questions, and another area with rocking chairs for mothers to relax and breastfeed their babies.

Collaborate with a local La Leche League group or other organization on an event or activity during World Breastfeeding Week.

Recognize businesses that accommodate patrons or employees who breastfeed. Give a certificate or send a thank-you note.

Look for companies and communities which may provide low cost banners for World Breastfeeding Week to display in a shopping center or downtown areas.

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

Media

Write an article for the local daily and/or weekly newspapers about the Baby Friendly Hospital Initiative.

Resources
