Breastfeeding
AWARENESS MONTH TOOLKIT
AUGUST 2023
# Table of Contents

- **Background** ................................................................. 2
- **Purpose** ........................................................................ 2
- **Sample Social Media Posts** ........................................... 3
  - August 1st – 7th World Breastfeeding Week, Awareness, & Empowerment ........................................... 3
  - August 15th – 21st Asian American Native Hawaiian and Pacific Islander (AANHPI) Week ................ 10
  - August 25th – 31st Black Breastfeeding Week ....................................................................................... 13
  - Lactancia Latina ................................................................................................................................. 16
    - Latinx Posts in English .............................................................................................................. 16
    - Latinx Posts in Spanish ........................................................................................................... 18
    - Advocating for Breastfeeding ................................................................................................. 20
- **Inclusive Language Guide** ............................................... 23
- **Virtual Backgrounds** ..................................................... 24
- **Resource List** .................................................................. 25
  - Parents .............................................................................. 25
  - Employers ......................................................................... 25
- **References** ..................................................................... 26
Background

Breastfeeding promotes long-term health from infancy into childhood, significantly reducing the risk of various health conditions such as asthma, obesity, Type-1 diabetes, respiratory disease, infections, sudden infant death syndrome (SIDS), and gastrointestinal infections (Centers for Disease Control and Prevention, 2023). The gold standards for breastfeeding duration, as recommended by the U.S. Dietary Guidelines for Americans 2020-2025, the American Academy of Pediatrics, and the World Health Organization, advocate exclusive breastfeeding for about the first 6 months, followed by continued breastfeeding while introducing appropriate complementary foods for at least 1 year or longer (Centers for Disease Control and Prevention, 2023). However, despite these recommendations, most infants do not meet these standards, as they are not exclusively breastfeeding or continuing to breastfeed for the recommended duration. Despite the numerous benefits, less than 60% of parents report achieving their desired breastfeeding duration. For example, 83.4% of infants born in Nevada during 2018 were ever breastfed, 55.8% continued at 6 months, and only 37.3% were still breastfeeding at 1 year (Centers for Disease Control and Prevention, 2018b). These statistics reflect a concerning trend in Nevada and nationwide, as they underscore the importance of addressing disparities in breastfeeding rates and ensuring better health outcomes for infants and mothers. Likewise, sociodemographic variation significantly affects breastfeeding rates. Non-Hispanic Black/African Americans are 10% less likely to breastfeed compared to other racial groups. Younger mothers, those with lower educational attainment, and individuals with lower incomes also experience lower breastfeeding rates (Beauregard et al., 2019).

Purpose

Many social factors influence the duration a parent will breastfeed, such as parental leave, work policies, cultural norms, family support, education, and support by the medical system. While breastfeeding awareness is important year-round, for the month of August, we encourage you to raise awareness and educate your networks about breastfeeding. World Breastfeeding Week (August 1st – August 7th) focuses on the significant benefits of breastfeeding for infants’ well-being and development, as well as promoting maternal health through initiatives like proper nutrition, poverty alleviation, and food security. These messages, links, and hashtags can be used as-is, or they can be customized in any way that works best for the needs of your community.

Get Involved!

Use the information in this toolkit to promote breastfeeding awareness through some of the ideas below:

- Post on social media platforms (don’t forget to tag the organizations!)
- Review parent and employer resources to better understand the benefits, policies, and organizations supporting parental breastfeeding in Nevada
- Include the breastfeeding resources in emails and newsletters
- Use the virtual backgrounds during the month of August while in meetings and online discussions
- Print, post, or email the inclusive language table to help educate your community on breastfeeding inclusivity

Thank you and we hope this toolkit proves to be a valuable resource in your efforts to support breastfeeding in your community!
Sample Social Media Posts

August 1st – 7th
World Breastfeeding Week, Awareness, & Empowerment

August 1st – August 7th is World Breastfeeding Week. The goal of World Breastfeeding Week is to emphasize the immense advantages that breastfeeding offers in terms of infants’ well-being and development, while also promoting the overall enhancement of maternal health through initiatives such as proper nutrition, poverty alleviation, and food security. While the majority of parents initiate breastfeeding immediately after birth, the rate after six months drastically decreases (Segura-Pérez et al., 2021). Barriers to breastfeeding include lack of social support, lack of knowledge, and lack of maternity leave laws and/or private lactation spaces. This section can be used to promote general breastfeeding awareness and knowledge to support and empower currently breastfeeding and expecting parents.

Facebook/Instagram

August 1st – August 7th is World Breastfeeding Week. To learn about more ways to celebrate #WBW2023, follow the link: https://bit.ly/3IxKoi4.

Twitter

August 1st – August 7th is World Breastfeeding Week. Follow the link to learn more ways #WBW2023 can be celebrated: https://bit.ly/3IxKoi4.

Don’t forget to tag the organization.
Twitter: @wabasecretariat
Instagram: @waba.wbw
Facebook: @waba.wbw

Facebook/Instagram

August 1st – August 7th is World Breastfeeding Week! #WBW2023 will focus on breastfeeding and employment/work, showcasing the impacts of paid leave, workplace support, and emerging parenting norms on breastfeeding through the lens of parents. Follow the link to learn more about #WBW2023 https://worldbreastfeedingweek.org/

Twitter

August 1st – August 7th is World Breastfeeding Week! #WBW2023 will focus on breastfeeding and employment/work, showcasing the impacts of paid leave, workplace support, and emerging parenting norms on breastfeeding through the lens of parents. Follow the link to learn more about #WBW2023 https://worldbreastfeedingweek.org/

Don’t forget to tag the organization.
Twitter: @wabasecretariat
Instagram: @waba.wbw
Facebook: @waba.wbw
Facebook/Instagram
Celebrate World Breastfeeding Week! This year’s theme is “Enabling Breastfeeding: Making a difference for working parents”, showcasing the impacts of paid leave, workplace support, and emerging parenting norms on breastfeeding through the lens of parents. #WBW2023

Twitter
It’s #WorldBreastfeedingWeek This year’s theme is “Enabling Breastfeeding: Making a difference for working parents”, showcasing the impacts of paid leave, workplace support, and emerging parenting norms on breastfeeding through the lens of parents. #WBW2023

Facebook/Instagram
Celebrate Breastfeeding Awareness Month! Let’s take a moment to honor the incredible power of #breastfeeding and its benefits for babies. #BreastfeedingAwarenessMonth Follow the link to learn more about breastfeeding and why it matters: https://www.cdc.gov/breastfeeding/about-breastfeeding/why-it-matters.html

Twitter
Celebrate Breastfeeding Awareness Month! Let’s take a moment to honor the incredible power of #breastfeeding and its benefits for babies. #BreastfeedingAwarenessMonth Follow the link to learn more about breastfeeding and why it matters: https://www.cdc.gov/breastfeeding/about-breastfeeding/why-it-matters.html

Facebook/Instagram
It’s #BreastfeedingAwarenessMonth! No matter how you do it, breastfeeding is a beautiful and health choice for you and your baby. Let’s celebrate the diversity of breastfeeding journeys. #BreastfeedingAwarenessMonth #InclusiveBreastfeeding #BreastfeedingJourney

Twitter
It’s #BreastfeedingAwarenessMonth! No matter how you do it, breastfeeding is a beautiful and health choice for you and your baby. Let’s celebrate the diversity of breastfeeding journeys. #BreastfeedingAwarenessMonth #InclusiveBreastfeeding #BreastfeedingJourney
Facebook/Instagram
The Academy of Breastfeeding Medicine recognizes #breastfeeding as a human experience through the use of gender-inclusive language. To read the article, follow the link: https://bit.ly/3O1jLmS

Twitter
The Academy of Breastfeeding Medicine recognizes #breastfeeding as a human experience through the use of gender-inclusive language. Follow the link to read the full article: https://bit.ly/3O1jLmS

Don’t forget to tag the organization.
Twitter: @BFMedicine
Instagram: n/A
Facebook: @BFMedicine

Facebook/Instagram
There are so many benefits to #breastfeeding, such as immune support for both #parent and #baby and affordability. Follow the link to learn more about the benefits and importance of breastfeeding: https://bit.ly/3aj60Cg

Twitter
There are so many benefits to #breastfeeding, such as immune support for both #parent and #baby and affordability. Follow the link to learn more about the benefits and importance of breastfeeding: https://bit.ly/3aj60Cg

Don’t forget to tag the organization.
Twitter: @AmerAcadPeds
Instagram: @ameracadpeds
Facebook: @American Academy of Pediatrics

Facebook/Instagram
In 2018, only 41% of infants under 6 months of age were exclusively breastfed. Follow the link to learn more about the importance of #breastfeeding: https://bit.ly/3ushNF0

Twitter
In 2018, only 41% of infants under 6 months of age were exclusively breastfed. Click the link to learn more about the importance of #breastfeeding: https://bit.ly/3ushNF0

Don’t forget to tag the organization.
Twitter: @WHO
Instagram: @who
Facebook: @WHO
Breastfeeding Awareness Month Toolkit

**Facebook/Instagram**
Parent’s milk provides babies with the optimal nutrition necessary for adequate development. Follow the link to learn more about why parent’s milk is best:

**Twitter**
Parent’s milk provides babies with optimal nutrition needed for development. Follow the link to learn more about why parent’s milk is best:

Don’t forget to tag the organization.
Twitter: @NICHQ
Instagram: @nichq_org
Facebook: @NICHQ

**Facebook/Instagram**
#Parents require a healthful, supportive environment that encourages breastfeeding. Whether it’s offering a comfortable space to nurse, lending a helping hand with household tasks, or simply being a listening ear, support can make a huge difference. Follow the link below to learn how you can support your lactating loved ones: https://bit.ly/3IevkG4

**Twitter**
#Parents need a healthful, supportive environment for successful breastfeeding. From nursing spaces to a helping hand with tasks, support matters! Learn how to support your lactating loved ones: https://bit.ly/3IevkG4

Don’t forget to tag the organization.
Twitter: @USDANutrition
Instagram: @usdagov
Facebook: @U.S. Department of Agriculture

**Facebook/Instagram**
Discover BFHI and the 10 Steps to Successful Breastfeeding! The Baby-Friendly Hospital Initiative promotes and supports breastfeeding. Learn more about this initiative and find baby-friendly hospitals near you:
https://www.babyfriendlyusa.org/for-parents/find-a-baby-friendly-facility/
#BreastfeedingSupport #BabyFriendlyHospitals

**Twitter**
Discover BFHI and the 10 Steps to Successful Breastfeeding! The Baby-Friendly Hospital Initiative promotes and supports breastfeeding. Learn more about this initiative and find baby-friendly hospitals near you:
https://www.babyfriendlyusa.org/for-parents/find-a-baby-friendly-facility/
#BreastfeedingSupport #BabyFriendlyHospitals

Don’t forget to tag the organization.
Twitter: @WHO
Instagram: @who
Facebook: @WHO
Facebook/Instagram
Empowering Parents for Breastfeeding Success! We believe in supporting parents every step of the way on their breastfeeding journey. Follow the link to learn about common breastfeeding concerns and discover valuable resources to overcome breastfeeding concerns and challenges. https://bit.ly/3nYT4ot

Twitter
We believe in supporting parents every step of the way on their breastfeeding journey. Follow the link to learn about common breastfeeding concerns and discover valuable resources to overcome breastfeeding concerns and challenges. https://bit.ly/3nYT4ot

Don’t forget to tag the organization.
Twitter: @NICHQ
Instagram: @nichq_org
Facebook: @NICHQ

Facebook/Instagram
Breastfeeding is for anytime, anyplace. Follow the link to learn more about #breastfeeding in public with confidence: https://bit.ly/3OOWO7H

Twitter
Breastfeeding is for anytime, anyplace. To learn more about #breastfeeding in public with confidence, follow the link: https://bit.ly/3OOWO7H

Don’t forget to tag the organization.
Twitter: @USDANutrition
Instagram: @usdagov
Facebook: @U.S. Department of Agriculture

Facebook/Instagram
As your #baby grows, the amount they need to feed changes. Follow the link below to learn more about how much milk your baby will need overtime while #breastfeeding: https://bit.ly/3Rg39KP

Twitter
As #parents #breastfeed, they might notice that their #babies need more and more milk. To learn more about #breastfeeding, follow the link below: https://bit.ly/3Rg39KP
August 8th – 14th

Indigenous Milk Medicine Week

August 8th – August 14th is Indigenous Milk Medicine Week. Indigenous Milk Medicine Week, formally known as Native Breastfeeding Week, is observed to recognize breastfeeding as a traditional and sacred practice. For many, parent’s milk is the foundation of reclaiming one’s indigenous identity and a form of generational healing. As with Native Breastfeeding Week, Indigenous Milk Medicine Week works to reclaim food and body sovereignty. This section can be used to celebrate Indigenous Milk Medicine Week.

Facebook/Instagram

#IndigenousMilkMedicineWeek recognizes #breastfeeding as a traditional practice. Follow the link to gain insight into the indigenous perspectives of breastfeeding: https://bit.ly/3ypjIRh

Twitter

#IndigenousMilkMedicineWeek recognizes #breastfeeding as a traditional practice. Follow the link to gain insight into the indigenous perspectives of breastfeeding: https://bit.ly/3ypjIRh

Don’t forget to tag the organization.
Twitter: n/A, @uslca
Instagram: @IndigenousMilkMedicineWeek, @uslca
Facebook: @IndigenousMilkMedicineWeek, @uslca

Facebook/Instagram

#Breastfeeding is a sacred practice during #IndigenousMilk MedicineWeek. Click the link to learn about the role of decolonized data in breastfeeding rates: https://bit.ly/3yM3AWh

Twitter

#IndigenousMilkMedicineWeek recognizes #breastfeeding as a sacred practice. To learn about the role of decolonized data in breastfeeding rates, follow the link: https://bit.ly/3yM3AWh

Don’t forget to tag the organization.
Twitter: n/A
Instagram: @IndigenousMilkMedicineWeek
Facebook: @IndigenousMilkMedicineWeek
Breastfeeding Awareness Month Toolkit

**Facebook/Instagram**
Native Breastfeeding Week became #IndigenousMilkMedicineWeek three years ago. Click the link to listen to a podcast interview with the founder of Native Breastfeeding Week, now known as Indigenous Milk Medicine Week:

https://bit.ly/3yc9I8s

**Twitter**
Native Breastfeeding Week became #IndigenousMilkMedicineWeek three years ago. Click the link to listen to a podcast interview with the founder of Native Breastfeeding Week, now known as Indigenous Milk Medicine Week:

https://bit.ly/3yc9I8s

Don’t forget to tag the organization.
Twitter: n/A
Instagram: @IndigenousMilkMedicineWeek
Facebook: @IndigenousMilkMedicineWeek

**Facebook/Instagram**
Celebrating Indigenous Breastfeeding Week! In Honor of Indigenous Breastfeeding Week, we celebrate the strength and resilience of Indigenous mothers and their commitment to nurturing the next generation. #IndigenousMilkMedicineWeek

**Twitter**
Celebrating Indigenous Breastfeeding Week! In Honor of Indigenous Breastfeeding Week, we celebrate the strength and resilience of Indigenous mothers and their commitment to nurturing the next generation. #IndigenousMilkMedicineWeek

**Facebook/Instagram**
#IndigenousMilkMedicineWeek honors breastfeeding as a sacred and traditional practice. Follow the link to learn more about the importance of diversity in lactation assistance: https://bit.ly/3ajUAOE

**Twitter**
#Breastfeeding is a sacred and traditional practice. To learn more about the importance of diversity in lactation support, follow the link: https://bit.ly/3ajUAOE

Don’t forget to tag the organization.
Twitter: n/A
Instagram: @IndigenousMilkMedicineWeek
Facebook: @IndigenousMilkMedicineWeek
#IndigenousMilkMedicineWeek recognizes #breastfeeding as a sacred practice. To learn about the role of decolonized data in breastfeeding rates, follow the link:  

To-Wen Tseng is the co-founder of the Asian and Pacific Islander #Breastfeeding Task Force (APIBTF) and has dedicated her career to centering AAPI voices in her breastfeeding advocacy. Read her story by following the link below:  
https://bit.ly/3NNAV7o

Don’t forget to tag the organization.  
Twitter: @USLCA  
Instagram: @apiibtf, @uslca  
Facebook: @APIBTF, @USLCA
**Facebook/Instagram**

One of the barriers to #breastfeeding for the AANHPI community is cultural inclusion and humility. To access breastfeeding resources in various languages, follow the link: [https://bit.ly/3IjzEng](https://bit.ly/3IjzEng)

**Twitter**

One of the barriers to #breastfeeding for the AANHPI community is cultural inclusion and humility. Use the link to access breastfeeding resources in various languages: [https://bit.ly/3IjzEng](https://bit.ly/3IjzEng)

*Don’t forget to tag the organization.*

Twitter: @USLCA

Instagram: @apiBTF, @uslca

Facebook: @APIBTF, @USLCA

---

**Facebook/Instagram**

The goal of AANHPI #Breastfeeding Week is to utilize education and resources to reclaim breastfeeding through the entire six months of a newborn’s life. To learn more about common barriers to breastfeeding within the AANHPI community, follow the link: [https://bit.ly/3nH5Fwa](https://bit.ly/3nH5Fwa)

**Twitter**

AANHPI #Breastfeeding Week utilizes education and outreach to reclaim breastfeeding for the first six months of a baby’s life. Follow the link to learn about common barriers to breastfeeding within the AANHPI community: [https://bit.ly/3nH5Fwa](https://bit.ly/3nH5Fwa)

---

**Facebook/Instagram**

#Breastfeeding is the healthiest, most affordable and accessible form of nutrition for babies. Follow the link to learn how to achieve equity amongst breastfeeding for all #parents: [https://bit.ly/3OR2Kgj](https://bit.ly/3OR2Kgj)

**Twitter**

#Breastfeeding is the healthiest, most affordable and accessible form of nutrition for babies. To learn how to achieve equity amongst breastfeeding for all #parents, click the link: [https://bit.ly/3OR2Kgj](https://bit.ly/3OR2Kgj)

*Don’t forget to tag the organization.*

Twitter: @NatWICAssoc

Instagram: @natwicassoc

Facebook: @NatWICAssoc
Facebook/Instagram
Celebrating Asian American, Native Hawaiian, and Pacific Islander Week! Join us in recognizing the importance of breastfeeding for the health and wellbeing of our future generations. #AANHPI Follow the link to learn more about Asian American Native Hawaiian and Pacific Islander breastfeeding:
https://www.breastfeedla.org/aapi-breastfeeding-task-force/

Twitter
Celebrating Asian American, Native Hawaiian, and Pacific Islander Week! Join us in recognizing the importance of breastfeeding for the health and wellbeing of our future generations. #AANHPI Follow the link to learn more about Asian American Native Hawaiian and Pacific Islander breastfeeding:
https://www.breastfeedla.org/aapi-breastfeeding-task-force/

Facebook/Instagram
Celebrating Asian Pacific Islander Breastfeeding Week! Embracing diversity and heritage, we recognize the unique challenges and triumphs of Asian Pacific Islander families on their breastfeeding journey. Together, we can create a supportive community that values and respects their experiences. Learn more about the importance of breastfeeding and how you can offer support
https://www.breastfeedla.org/aapi-breastfeeding-task-force/ #AANHPI #Breastfeeding #SupportAPIBreastfeeding

Twitter
Celebrating Asian Pacific Islander Breastfeeding Week! Embracing diversity and heritage, we recognize the unique challenges and triumphs of Asian Pacific Islander families on their breastfeeding journey. Together, we can create a supportive community that values and respects their experiences. Learn more about the importance of breastfeeding and how you can offer support
https://www.breastfeedla.org/aapi-breastfeeding-task-force/ #AANHPI #Breastfeeding #SupportAPIBreastfeeding
August 25th – 31st
Black Breastfeeding Week

August 25th – 31st is Black Breastfeeding Week. African-American parents have lower breastfeeding initiation rates than all other reported races. Common barriers to breastfeeding amongst the African-American population are lack of knowledge and limited support. Studies have shown that social support and knowledge have the largest impact on an African-American parent’s choice to breastfeed beyond the infant’s first year, especially when information is culturally sensitive and partners of the breastfeeding parents are included in decisions to initiate, supplement, or cease breastfeeding (Gyamfi et al., 2021; Segura-Pérez et al., 2021). This section is focused on the cultural inclusivity of Black/African American parents, recognizing their unique experiences and learning new ways to support and uplift them.

Facebook/Instagram
During #BlackBreastfeedingWeek, we recognize the importance that #Breastfeeding plays in improving the health outcomes of Black infants and mothers. Let’s empower and uplift Black breastfeeding families, ensuring they have the support and resources they deserve. Follow the link for valuable breastfeeding resources and information to African American women and girls:
https://www.blackgirlsbreastfeedingclub.com/home

Twitter
During #BlackBreastfeedingWeek, we recognize the importance that #Breastfeeding plays in improving the health outcomes of Black infants and mothers. Let’s empower and uplift Black breastfeeding families, ensuring they have the support and resources they deserve. Follow the link for valuable breastfeeding resources and information to African American women and girls:
https://www.blackgirlsbreastfeedingclub.com/home
Facebook/Instagram
The First Food Friendly Community Initiative aims to investigate how the environment affects breastfeeding duration and success. Breast milk, being the best first food for babies, offers exceptional immunological benefits to infants and proven health advantages to mothers. Raising breastfeeding rates within communities of color can significantly impact the lifelong health trajectory, starting from infancy, and work towards reducing health disparities among infants and mothers. Follow the link to learn about #FirstFood Friendly neighborhoods: 
https://youtu.be/PCATxuj5UbU

Twitter
Breast milk provides exceptional immunological benefits to infants and proven health advantages to mothers. Increasing breastfeeding rates in communities of color can impact lifelong health from infancy and reduce disparities among infants and mothers. Learn about #FirstFood Friendly neighborhoods: https://youtu.be/PCATxuj5UbU

Don’t forget to tag the organization.
Twitter: @BlkBfingWeek, @USDANutrition
Instagram: @BlkBfingWeek, @usdagov
Facebook: @BlackBreastfeedingWeek, @U.S. Department of Agriculture

Facebook/Instagram
In 2015, less than 70% of African-American parents initiated #breastfeeding. Parent’s milk is essential for optimal health of a developing infant. Follow the link to learn more about WIC Breastfeeding Support: https://bit.ly/3utofM2

Twitter
Less than 70% of African-American #parents initiated #breastfeeding. Parent’s milk is essential for the development of a healthy infant. To learn about WIC Breastfeeding Support, follow the link: https://bit.ly/3utofM2

Don’t forget to tag the organization.
Twitter: @USDANutrition, @BlkBfingWeek
Instagram: @usdagov, @BlkBfingWeek
Facebook: @U.S. Department of Agriculture, @BlackBreastfeedingWeek
Facebook/Instagram
#Breastfeeding is the healthiest, most affordable and accessible form of nutrition for babies. Follow the link to learn how to achieve equity amongst breastfeeding for all #parents: https://bit.ly/3ak0hfs

Twitter
#Breastfeeding is the healthiest, most affordable and accessible form of nutrition for babies. Follow the link to learn how to achieve equity amongst breastfeeding for all #parents: https://bit.ly/3ak0hfs

Don’t forget to tag the organization.
Twitter: @NatWICAssoc, @BlkBfingWeek
Instagram: @natwicassoc, @BlkBfingWeek
Facebook: @NatWICAssoc, @BlackBreastfeedingWeek

Facebook/Instagram
#Breastfeeding is a journey, celebrate every step of the way! Follow the link to learn more about breastfeeding, such as overcoming barriers and thriving while breastfeeding https://bit.ly/3AsIWM0

Twitter
#Breastfeeding is a journey, celebrate every step of the way! Follow the link to learn more about breastfeeding, such as overcoming barriers and thriving while breastfeeding: https://bit.ly/3AsIWM0

Don’t forget to tag the organization.
Twitter: @USDANutrition, @BlkBfingWeek
Instagram: @usdagov, @BlkBfingWeek
Facebook: @U.S. Department of Agriculture, @BlackBreastfeedingWeek
Lactancia Latina

Hispanic parents have higher breastfeeding initiation rates than the national average, yet the rate drastically declines within six months to a year of life (Centers for Disease Control and Prevention, 2021b; Segura-Pérez et al., 2021). Common barriers to breastfeeding amongst the Latinx population are limited support and lack of knowledge. Studies have shown that while Hispanic parents are more likely to initiate breastfeeding, they are also more likely to supplement with formula after the first two days of life (Segura-Pérez et al., 2021). Some studies have found that this is due to the need to be more available to work. This section is focused on the cultural inclusivity of Latinx parents, recognizing their unique experiences and learning new ways to support and uplift them.

Latinx Posts in English

**Facebook/Instagram**

**Twitter**

*Don’t forget to tag the organization.*
Twitter: @saludamerica
Instagram: @saludamerica
Facebook: @SaludToday

**Facebook/Instagram**
Breastfeeding is extremely important for promoting the health of our babies. Follow the link to learn about how to support Latinx parents within healthcare centers and increase breastfeeding rates: [https://bit.ly/3ynV9jd](https://bit.ly/3ynV9jd)

**Twitter**
Breastfeeding is extremely important for promoting the health of our babies. Follow the link to learn how to support Latinx parents within healthcare centers and increase breastfeeding rates: [https://bit.ly/3ynV9jd](https://bit.ly/3ynV9jd)

*Don’t forget to tag the organization.*
Twitter: @NICHQ
Instagram: @nichq_org
Facebook: @NICHQ
Facebook/Instagram
Parent’s breastmilk provides the optimal nutrition for a growing infant. Education and support in the hospital from trained lactation consultants and nurses can help more Latinx parents to get off to the best start with breastfeeding. Follow the link to learn the importance of #breastfeeding from Day 1: https://bit.ly/3anibxR

Twitter
Education and support in the hospital from trained lactation consultants and nurses can help more Latinx parents to get off to the best start with #breastfeeding. Learn more at https://bit.ly/3anibxR

Don’t forget to tag the organization.
Twitter: @saludamerica
Instagram: @saludamerica
Facebook: @SaludToday

Facebook/Instagram
Brenda Reyes has worked for 15 years creating peer support programs for expecting parents. Follow the link to read about Reyes’ journey to improve maternal health outcomes within Latinx communities: https://bit.ly/3NSiNt9

Twitter
Brenda Reyes has worked for 15 years creating peer support programs for expecting parents. To read about Reyes’ pursuit to improve maternal health within Latinx communities, follow the link: https://bit.ly/3NSiNt9

Facebook/Instagram
The 10 Steps to a Successful #Breastfeeding is what guides a Baby-Friendly Hospital. To learn more about these important steps, visit https://bit.ly/3Pkf20U

Twitter
Baby-Friendly Hospitals are the ones that follow the 10 Steps to a Successful #Breastfeeding. To learn more about these important steps visit https://bit.ly/3Pkf20U

Don’t forget to tag the organization.
Twitter: @ibclc_training, @WHO
Instagram: @lactationtraining, @who
Facebook: @LactationEducationResources, @WHO
**Facebook/Instagram**

**Twitter**

*No olvides etiquetar a la organización.*
Twitter: @ibclc_training
Instagram: @lactationtraining
Facebook: @LactationEducationResources

**Facebook/Instagram**

**Twitter**

*No olvides etiquetar a la organización.*
Twitter: @ibclc_training, @USDANutrition
Instagram: @lactationtraining, @usdagov
Facebook: @LactationEducationResources, @U.S. Department of Agriculture

**Facebook/Instagram**
A medida que su #bebé crece, la cantidad que necesita para alimentar cambia. Accede a un registro de #lactancia del recién nacido: [https://bit.ly/3aNMCNO](https://bit.ly/3aNMCNO)

**Twitter**
A medida que su #bebé crece, la cantidad que necesita para alimentar cambia. Accede a un registro de #lactancia del recién nacido: [https://bit.ly/3aNMCNO](https://bit.ly/3aNMCNO)

*No olvides etiquetar a la organización.*
Twitter: @ibclc_training, @USDANutrition
Instagram: @lactationtraining, @usdagov
Facebook: @LactationEducationResources, @U.S. Department of Agriculture
Facebook/Instagram

Twitter

No olvides etiquetar a la organización.
Twitter: n/A
Instagram: @capacitacion.en.lactancia
Facebook: @capacitacion.en.lactancia

Facebook/Instagram
Es probable que los padres latinos usen suplementos de la leche dentro de los dos primeros días de vida del bebé, debido al apoyo limitado y la necesidad de estar más disponibles para trabajar. La leche de los padres proporciona la nutrición óptima para un bebé en crecimiento. Conoce los riesgos de no #amamantar: [https://bit.ly/3INApFp](https://bit.ly/3INApFp)

Twitter

No olvides etiquetar a la organización.
Twitter: n/A
Instagram: @capacitacion.en.lactancia
Facebook: @capacitacion.en.lactancia

Facebook/Instagram

Twitter

No olvides etiquetar a la organización.
Twitter: n/A
Instagram: @capacitacion.en.lactancia
Facebook: @capacitacion.en.lactancia
Advocating for Breastfeeding

Strong social support plays an important role in promoting long-term breastfeeding success. Studies show that parents who receive breastfeeding support have increased self-efficacy, which may lead to breastfeeding for longer periods (Wallenborn et al., 2019). Breastfeeding support programs that fit every company’s budget and resources are indeed possible (Dinour & Szaro, 2017). This section can be used for breastfeeding advocacy, specifically to raise awareness of breastfeeding rights and support policy recommendations.

Facebook/Instagram
Lactating #parents are entitled to break time for #breastfeeding, as well as a private lactation room. Follow the link to learn more about breastfeeding as an employee: https://bit.ly/3AwGPH6

Twitter
Lactating #parents are entitled to break time to #breastfeed within a private setting. To learn about breastfeeding as an employee, follow the link: https://bit.ly/3AwGPH6

Don’t forget to tag the organization.
Twitter: @NatWICAssoc
Instagram: @natwicassoc
Facebook: @NatWICA
Workplace support is essential for an exceptional #breastfeeding experience. Follow the link to learn more about how to support an expecting or currently breastfeeding coworker: https://bit.ly/3IiDv45

Don’t forget to tag the organization.
Twitter: @WHO
Instagram: @who
Facebook: @WHO

A partnership with universities and workplaces supports the creation of ideal environments for lactating #parents. Follow the link to learn more about the State of WIC and how to support #breastfeeding parents: https://bit.ly/3uvqxdx

Don’t forget to tag the organization.
Twitter: @NatWICAssoc
Instagram: @natwicassoc
Facebook: @NatWICAssoc

It is your healthcare provider’s job to uphold standards and provide effective and comprehensive services to their patients. Follow the link to learn more about the State of WIC and enhancing #equity in WIC: https://bit.ly/3RaIwq1

Don’t forget to tag the organization.
Twitter: @NatWICAssoc
Instagram: @natwicassoc
Facebook: @NatWICAssoc
Facebook/Instagram
It’s Breastfeeding Awareness Month! Let’s create a world where #breastfeeding is celebrated, supported, and normalized. Follow the link to learn more about supporting every path of (breast)feeding.
https://www.nationalperinatal.org/feeding-our-babies #Breastfeeding #NormalizeBreastfeeding #SupportBreastfeeding #InclusiveSupport #FeedingAwareness

Don’t forget to tag the organization.
Instagram: @nationalperinatal
Facebook: @NationalPerinatalAssociation

Facebook/Instagram
Celebrate progress for breastfeeding parents! The Fair Labor Standards Act (FLSA) Protections to Pump at Work Act ensures that breastfeeding parents have the right to pump at their workplace. Follow the link to learn more about the “PUMP Act”
https://www.dol.gov/agencies/whd/pump-at-work #PUMPAct

Twitter
Celebrate progress for breastfeeding parents! The FLSA Protections to Pump at Work Act ensures that breastfeeding parents have the right to pump at their workplace. Follow the link to learn more about the “PUMP Act”
https://www.dol.gov/agencies/whd/pump-at-work #PUMPAct

Facebook/Instagram
Pump with confidence at work! The FLSA protects your right to pump breast milk on the job. Empowering working parents one lactation break at a time. Follow the link to learn more about https://www.dol.gov/agencies/whd/fact-sheets/73-flsa-break-time-nursing-mothers #FLSAProtects #BreastfeedingRights

Twitter
Pump with confidence at work! The FLSA protects your right to pump breast milk on the job. Empowering working parents one lactation break at a time. Follow the link to learn more about https://www.dol.gov/agencies/whd/fact-sheets/73-flsa-break-time-nursing-mothers #FLSAProtects #BreastfeedingRights
# Inclusive Language Guide

## Suggested Terms in Breastfeeding and Human Lactation

<table>
<thead>
<tr>
<th>Traditional Terms</th>
<th>Gender-inclusive terms</th>
<th>Clinical contexts</th>
</tr>
</thead>
<tbody>
<tr>
<td>mother, father, birth mother</td>
<td>parent, gestational parent; combinations may be used for clarity, such as &quot;mothers and gestational parents&quot;</td>
<td></td>
</tr>
<tr>
<td>she, her, hers he, him, his</td>
<td>they/them, (if gender is not specified)</td>
<td></td>
</tr>
<tr>
<td>breast</td>
<td>mammary gland</td>
<td></td>
</tr>
<tr>
<td>breastfeeding</td>
<td>breastfeeding, chestfeeding, lactating, expressing, pumping, human milk feeding</td>
<td></td>
</tr>
<tr>
<td>breast milk</td>
<td>milk, human milk, mother’s own milk, parent’s milk, father’s milk</td>
<td></td>
</tr>
<tr>
<td>breastfeeding mother or nursing mother</td>
<td>lactating parents, lactating person, combinations may be used for clarity, such as &quot;breastfeeding mothers and lactating parents&quot;</td>
<td>Ask the patient(s) for their affirmed terminology</td>
</tr>
<tr>
<td>born male/female (as applied to people who identify as anything but cisgender)</td>
<td>noted as male/female at birth or recorded as male/female at birth or assigned male/female at birth</td>
<td></td>
</tr>
</tbody>
</table>

The terms on the left are not incorrect and are appropriate in many settings, but terms in the middle column are suitable substitutes when gender-inclusive language is appropriate.

Virtual Backgrounds

This section can be used to support breastfeeding awareness while attending meetings or other virtual events.
Resource List

Parents

- Academy of Breastfeeding Medicine, A Worldwide Organization of Medical Doctors Dedicated To Educating And Empowering Health Professionals To Support And Manage Breastfeeding, Lactation, And Human Milk Feeding
- Asian Pacific Islander Breastfeeding Task Force, Dedicated to promoting and supporting breastfeeding in the Asian community
- Black Mothers’ Breastfeeding Association, U.S. Breastfeeding Coalition Member
- Breastfeeding USA, Is a nonprofit organization that offers evidence-based breastfeeding information and support through a network of accredited breastfeeding counselors
- Formula Shortage and Recall Support, Health and Human Services, Information for those who are unable to breastfeed
- Healthy Children, Is the official website of the American Academy of Pediatrics (AAP) offering a wealth of information on child health, covering topics such as nutrition, immunizations, development, safety, and common childhood illnesses
- KellyMom, This website has evidence-based information and resources on breastfeeding, including articles, FAQs, and a support forum
- KIJIJI Sisterhood, Supporting Black and Brown birthing families
- Lactation Stuff, Provides educational materials for parents and the people who help them
- La Leche League International: Breastfeeding A to Z, Provides information on topics of interest to parents of breastfed children
- Latina Breastfeeding Coalition – Facebook Page, Reclaims breastfeeding for Latino families; serves to promote, support, and empower breastfeeding Latinas through outreach, education, and peer mentorship
- Milk Like Mine: Breastfeeding coalition with lactation support for mothers of color and their families
- National Women’s Health and Breastfeeding Helpline: 1-(800)-994-9662
- Nevada 211, Is a program of the Nevada Department of Health and Human Services, committed to helping Nevadans connect with the services they need
- Nevada’s Women, Infants, and Children (WIC) Program, Helps families be strong, healthy, and happy through provision of health promoting benefits, support services, and referrals
- Northern Nevada Breastfeeding Coalition, Working to promote breastfeeding through education, coordination, and advocacy to remove barriers and help all families achieve their breastfeeding goals
- Pacify app – 24/7 Breastfeeding Support, The Pacify app connects families to a nationwide network of doulas, lactation consultants, and registered nurses within minutes, reducing costs and improving outcomes for managed care organizations, public health programs, health systems and employers
- Southern Nevada Breastfeeding Coalition, Working to inspire, educate and build community support to make breastfeeding the norm for infant feeding in Nevada

Employers

- Health Care Reform Bill, References the rights of employed, nursing parents
- International Lactation Consultant Association, Provides resources and information on supporting breastfeeding in the workplace, including guidelines, training programs, and research articles
- Maternal and Child Health Bureau’s Business Case for Breastfeeding, Educates employers about the value of supporting breastfeeding employees within the workplace
- National Association of County and City Health Officials Chest/Breastfeeding, For community members and employers to further promote and support breastfeeding locally
- United States Breastfeeding Committee (USBC), Offers resources for employers, including the “Business Case for Breastfeeding Toolkit” providing guidance on creating supportive breastfeeding-friendly workplace
- Office on Women’s Health, Coordinates women’s health efforts across HHS and addresses critical women’s health issues by informing and advancing policies, educating health care professionals and consumers, and supporting innovative programs
References


