

## **ACTIVITY IDEAS: 2010 World Breastfeeding Month Theme and Materials - Every Ounce Counts: Supporting Moms beyond the First Weeks**

It's a celebration! This year's World Breastfeeding Month (WBM) theme is *Every Ounce Counts: Supporting Moms beyond the First Weeks*. Any idea that allows for participation, laughter, and a great time while supporting, promoting, and educating on breastfeeding is encouraged. Here are some ideas you can consider when planning your WBM activities:

### **Possible activity suggestions –**

- Large group activity: Plan for a big, one-day celebration filled with games, goodies, and opportunities for moms to offer each other support. Games could mimic those typically played at a “baby shower.”

#### Game Example: “Multi-tasking Super Mom”

Each player or team is given a certain number of tasks to complete (feed a baby doll, prepare a pot of beans, dance or sing-along with older kids as they watch Zowzoo/Zobey, assemble/disassemble a breast pump, etc).

Each task could have specifics to be considered completed. For example, preparing a pot of beans could include opening the bag of beans, pouring them in a pot, (simulating) adding water, and stirring them for 5 seconds on a pretend stove.

For the dance or sing-along, lyrics from the *Sing to Me* lullaby CDs can be pre-printed and given to the player to sing at least 5 lines of the song. Or players can choose to dance to 15 seconds of the Zowzoo/Zobey DVD.

Players can assemble and disassemble one of the demo breast pumps from the clinic.

The player or team that completes all of the tasks in the quickest amount of time – WINS!

- Small group activities: Engage smaller groups in games and activities that are fun and theme-related. Games typically played with a larger group could be modified to be played individually or in pairs.

#### Game Example: Word scramble (attached)

Each player or pair of players has a certain amount of time to complete the word scramble. The player/pair with the most correctly unscrambled words – WINS!

### Discussion Example: The Fishbowl Discussion

This game would test each player's knowledge of specific breastfeeding topics. Each person would pick a piece of paper pulled from a fish bowl. Topics could include:

- Is breastfeeding in public legal?
- Do breastfeeding moms have the legal right to pump their milk while at work?
- How can breastfeeding moms tell if they are making enough milk?
- Can I nurse my child while they are teething?
- Etc.

Each player that correctly identifies information about that topic WINS!

- Health Fair/Carnivals: Create a community health fair or carnival to promote and support breastfeeding beyond the first weeks. Advertise the event to your entire community. Create booth displays of topics related to breastfeeding beyond the first weeks such as:
  - Breastfeeding Peer Counselor Support
  - Making Enough Milk
  - Breastfeeding in Public
  - Introducing Solids
  - Nursing the Older Infant
  - Breastfeeding and Returning to Work

Bring along some pamphlets/resource lists/clinic information/etc. Consider providing seating or a comfortable place near your booth for moms to breastfeed or relax with their babies.

### **Materials that can be used as decorations –**

All breastfeeding-related posters can be used during WBM activities or as display items. New items that can be used include:

- 2010 WBM Poster - A poster of babies wearing t-shirts with our *Breastmilk: Every Ounce Counts* logo that can be framed and hung up anywhere in the clinic to contribute to a warm, welcoming environment.
- Cut-out hanging displays - Some of babies from the 2010 WBM poster have been featured in these unique displays. These cut-outs can be hung from the ceiling or can be used on a bulletin board.

### **Materials that can be used as "Give Away" items –**

- The *Breast milk Storage Guidelines* magnet has been revised to coordinate with our other campaign materials.
- The *Sing to Me* lullaby CDs.
- Stickers – A great way to promote the *Every Ounce Counts* breastfeeding logo and resource website, [www.breastmilkcounts.com](http://www.breastmilkcounts.com)