

ACTIVITY IDEAS: 2011 World Breastfeeding Month Theme and Materials - Every Ounce Counts: Helping Moms achieve their Breastfeeding Goals

It's a celebration! This year's World Breastfeeding Month (WBM) theme is Every Ounce Counts: Helping Moms achieve their Breastfeeding Goals. 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: “I’m still standing”

All the guests are asked to stand up. Then go through a list of questions. Those that cannot answer “yes” to the questions must sit down. The last person standing WINS!

Sample questions include:

- Did you know we were celebrating World Breastfeeding Month today?
- Who has supported a mom's decision to breastfeed?
- Have you breastfed at least one child?
- Who has breastfed their child in public (or supported a mom who is breastfeeding in public)?
- Have you breastfed two? Three? Four? (can continue count down, as needed)
- Who has breastfed for at least 1 year? 18 months? (can continue increasing duration, as needed)
- Have you ever donated your breastmilk to a milk bank?

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: Draw your baby

Each player needs a paper plate, a crayon, and a sticker. Tell your players that they are going to draw a picture of their babies. The trick is that they will place the paper plate on their foreheads and draw! Use directions similar to the following:

1. Place the paper plate on your forehead and with your crayon; draw a picture of your baby.
2. Without moving the paper plate, draw a bib on your baby.
3. Draw a big smile on your baby's face.
4. Place the sticker in the center of the bib.

5. Write the words “Celebrate Breastfeeding” or “I am breastfed” above your baby.

You can choose certain criteria to determine the winner, such as, the person that got the sticker in the center of the bib or the person that did not write the words on top of their baby.

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. Use your Breastfeeding Education Activity kits to create booth displays or learning stations.

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. 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 –

- WBM photo cards - Similar to greeting cards with a photo insert, these cards provide a fun/personalized way to include participants in breastfeeding promotion. They serve as a great, portable incentive item for working moms who are pumping at work or school.

- The Breastmilk Storage Guidelines magnet.
- The Sing to Me lullaby CDs.
- Stickers – A great way to promote the Every Ounce Counts breastfeeding logo and resource website, www.breastmilkcounts.com