

## **ACTIVITY IDEAS: 2012 World Breastfeeding Month Theme and Materials – Connecting Communities: Strengthening support for breastfeeding moms**

It's a celebration! This year's World Breastfeeding Month (WBM) theme is Connecting Communities: Strengthening support for breastfeeding moms. Any idea that allows for community participation, partnerships, laughter, and a great time while promoting breastfeeding is encouraged. Here are some ideas you can consider when planning your WBM activities.

**Group activities:** Plan for a big, one-day celebration filled with games, goodies, and opportunities for moms to offer each other support.

- **Collaborate with your local hospitals** - Every year Texas Ten Step (TTS) hospitals participate in a contest celebrating WBM. This year, they have been encouraged to reach out to their local WIC offices to collaborate for their contest submissions. Suggested project ideas include hosting a community event, collaborating with community groups/breastfeeding coalitions, developing a community resources list to share with area birth facilities, educating physicians and their staff on the Ten Steps to Successful breastfeeding, starting a breastfeeding coalition, etc. Local agencies with TTS facilities in their areas should contact their TTS facilities to collaborate on a WBM event and partner for future activities.
- **Connect to the community** - If your TTS facilities are unable to participate in a WBM event, look for health/clinic/hospital fair, city/community fair, conference opportunities to host an educational booth about breastfeeding and offer up suggestions to organizers to make the event breastfeeding-friendly (Ex: create a comfortable place to sit to nurse or feed the baby, ensure there is access to a restroom with a changing station, and provide some pamphlets/resource lists/clinic information/etc).

- **Play games** - For example, the Bingo or Rummy games in lesson BF-000-38 CCNE: Benefits of Breastfeeding (games).

- **Share materials** - such as the Breastfeeding-Friendly Establishment window cling and business flyer, with exhibitors from the WBM event to take back to their businesses to display or with event participants who would like to encourage businesses to display them.



**Online activities:** Engage participants in activities they can explore online.

- **Promote education activities** - Have a computer set up at your event where moms can navigate through the education activities found at <http://www.breastmilkcounts.com/educational-activities.html> or <http://www.breastmilkcounts.com/spanish/educational-activities.html>, such as Does Formula Stack Up and Stick to Breastmilk. Station a Peer Counselor at the computer in case participant questions come up. Send the moms home with a Visit [www.breastmilkcounts.com](http://www.breastmilkcounts.com) push card and stickers to encourage them to visit the site again.
- **Create a way to connect to your participants online** - Consider joining the online community of breastfeeding supporters by creating a Facebook or Twitter account for your clinic to announce events, post educational messages, help moms connect with each other, share credible resources with the community, etc. Encourage moms to sign up for free e-newsletters on the home page of [www.breastmilkcounts.com](http://www.breastmilkcounts.com).

**Materials that can be used as “Give Away” items – WIC participants**

- WBM photo cards
- 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](http://www.breastmilkcounts.com)

**Materials that can be used as “Give Away” items – Community supporters**

- Breastfeeding-Friendly Establishment window cling
- Health Care Professionals Guide to Breastfeeding