August marks National Breastfeeding Awareness month. This August, Texas WIC will celebrate this special month by adopting the World Alliance for Breastfeeding Action’s theme: EMPOWER PARENTS, ENABLE BREASTFEEDING! This theme celebrates the meaningful contributions that both parents make as members of the breastfeeding team.

All major health organizations endorse breastfeeding as the ideal choice for babies and recommend exclusive breastfeeding for six months and continued breastfeeding for a year or beyond. Despite the recommendation to breastfeed exclusively for about the first 6 months, less than 50% of infants are exclusively breastfed through 3 months and about 25% are exclusively breastfed through 6 months.

WIC staff know that breastfeeding is important for the health of mothers and babies, and enhances the wellbeing of families and the nation. Awareness and support is a critical first step in enabling mother’s efforts to breastfeed. That is why campaigns like National Breastfeeding Month are so important.

Additionally, Texas WIC will celebrate Black Breastfeeding Week during the last week of August. Black Breastfeeding Week was launched to recognize
and promote breastfeeding among Black communities. You can find more information on Black Breastfeeding week here.

Local agencies can find suggested activity ideas for National Breastfeeding Month on Egnyte.

If you have any questions or require additional information, please contact Neesha Maria Bukht, Infant Feeding Consultant, at (512) 341-4584 or Neesha.bukht@hhsc.state.tx.us.