

Activities to Celebrate World Breastfeeding Week and Month

From World Breastfeeding Week & Illinois Breastfeeding Month Events Survey 2011

Thirty-one agencies responded to a SuveyMonkey survey to describe agency activities and events to celebrate World Breastfeeding Week and Illinois Breastfeeding Promotion Events. Celebrations included: agency parties, lunches and recognitions, donated massages, giveaways and special breastfeeding presentations. Community walks, health fairs, zoo events and pool parties were hosted by many agencies. Agency staff wore breastfeeding bracelets and t-shirts to celebrate breastfeeding week and month. Special in-services provided breastfeeding up-dates for staff and educational materials were shared with pregnant and breastfeeding clients. Over two-thirds of the agencies had prominent breastfeeding displays or bulletin boards in their lobbies or entrances. Other agencies exhibited posters or displays at local libraries or their community college. Almost half of the agencies used WBW/Month as an opportunity to do outreach to area physician offices and community hospitals. Besides information on WIC and breastfeeding peer counselor services, agencies took cookies, fresh fruit and baskets of treats and educational materials to share with area pediatricians and obstetricians. Almost a fourth of the agencies provided “nursing stations” at county fairs and participated in regional or county task force events to celebrate WBW and Illinois Breastfeeding Promotion month. Many agencies (32%) adapted the theme, while almost a third used the theme in their celebrations and promotions and 29% chose not to use the WABA theme for WBW. Fifty-two percent of the responding agencies had newspaper coverage and 5 agencies had radio interviews or programs. One agency reported a TV interview. Congratulations on a successful WBW/Month!

1. 67% of responding agencies had a lobby/hallway breastfeeding display

Bulletin Boards...

- Twin bulletin boards of our 2 PCounselors with their picture & pictures & quotes from brstfdg clients
- At both offices decorated with brstfdg moms & baby’s pictures and information on breastfeeding
- Displayed in-house at front entrance and hallway
- Used the IDHS WBW bulletin board in our hallway. Posted the Illinois Breastfeeding Promotion Month Proclamation and a local public service announcement written by staff.
- Dedicated to World Breastfeeding Wk/Month
- Celebrating WBW and our new Peer counselor program
- In WIC and public health
- Promoting breastfeeding and using statistics for local agency, using social norms theory
- Developed at each of our seven WIC sites

Displays/posters...

- We hung ‘cut-out’ mouths with real quotes from breastfeeding moms about what they like or liked about breastfeeding with an easel at the front door inviting people into WIC to see what our moms are saying about breastfeeding. Also hung many posters and a picture of staff in breastfeeding t-shirts to let clients know who to come to for breastfeeding help.
- Had 4X6 Banner made with World BF Week theme in English and one in Spanish, inviting everyone to join us in celebrating WBW educational materials and breastfeeding promotional giveaways in the lobby during August
- A poster in the lobby and provided “Breastfeeding Bill of Rights”
- Display with educational materials and breastfeeding promotional giveaways in the lobby during August
- Breastfeeding balloons and handouts in the waiting area and breastfeeding video in the lobby

2. 10% of responding agencies had staff events

Breastfeeding Educational Events for Staff...

- Breastfeeding Coordinator presented on Biological Nursing
- At August staff meeting, agenda was primarily about breastfeeding, featured “Brstfdg Day.”
- Did in-services: “Vitamin D Recommendations during Pregnancy, Lactation and Early Infancy” ; “Infant Formula, Tea and Water Supplementation of Latino Infants at 4-6 Weeks Postpartum” ; Video and Discussion: Laid-back Breastfeeding (Biological Nurturing, “BN”); Breastfeeding and Going Back to Work ; “Expectant Fathers’ and Mothers’ Perceptions of Breastfeeding and Formula Feeding: A Focus Group Study in Three US Cities”

3. 23% of responding agencies held other client activities

- Month-long drawings for gift baskets-solicited donations for the gifts
- Ruffled prizes during breastfeeding class
- Every breastfeeding mom received a reusable floral shopping bag with a thank you card from the baby & WIC staff
- A drawing was held for breastfeeding moms 0-6mo and 6mo & over with a gift basket.
- We pampered our moms with treats and a massage therapist and we had nursing moms talk with pregnant moms about their breastfeeding experiences
- Volunteers made nursing covers for giveaway; treats/cupcakes too
- Treats for staff and clients in secondary ed classroom.
- Grandmothers and Mothers Tea held

4. 10% of responding agencies had other staff activities

- MCH staff wore green “Breastfeeding...for Goodness Sake” plastic bracelets during August
- We purchased T-Shirts for all Staff that said "Mothers Milk is Liquid Love" and we had a cute baby contest for the breastfed babies, we let clients and staff select and the winner received a \$25 gift certificate for Walmart
- We held a celebratory luncheon for the staff & praised all their efforts at breastfeeding promotion
- An employee trivia game was offered with daily prizes. Breastfeeding buttons were given to WIC/Clinic staff.

5. 32% of responding agencies held breastfeeding celebrations

- Dr's office donated a massage employee to do 15 min massages for pregnant/breastfeeding moms; made cupcakes for moms and staff, gave door prizes.
- At each site lunch and fun/educational breastfeeding activities-breastfeeding bingo and jeopardy. Prize drawings and raffles. Guest speaker discussing her experiences with breastfeeding.
- Celebration for pregnant and breastfeeding moms and their families. Had a speaker from La Leche League. Had a light dinner, decorated cupcakes and awards and small gifts for breastfeeding moms.
- We had celebrations at each of our two locations. We had refreshments, played breastfeeding bingo, had a time of personal sharing, and had drawings for prizes which were donated. We also had a coloring contest for children.
- 3rd Annual Breastfeeding Friends Fair – in addition to the health fair, a pediatrician spoke about breastfeeding; healthy start did infant massage and a local hospital did a presentation on hospital to home.
- Breastfeeding Celebration for WIC moms that breastfed during the last year. Also invited prenatal mothers. Our theme this year was "Breastfeeding: A 'Reel' Life Experience". We invited the WIC mothers to come walk the red carpet at our celebration and receive their "Star" on the "Breastfeeding Walk of Fame". It was an open house event where the families could come and

go as their schedule permitted. We did have each mom walk on a 'red carpet' to the sign in sheet. The room was decorated with stars hanging from the ceiling. We also had quotes from famous actresses, models, athletes and fathers that reflected on their breastfeeding experiences. We also had stars with a large number of actresses, models, athletes, singers and royalty that had all breastfed a baby. We offered family photos to the WIC mothers and their families. We mailed them a photo package which included a combination of 8 x 10s, 5 x 7s and wallet sized photographs. We also invited the children to use paint to put their handprints on a certificate which became a keepsake for the family. This certificate recognized the mother as a "Breastfeeding Star". We then offered water bottles and star shaped cookies. We did some free give-aways. About every 15 minutes, we pulled a name for a door prize. We presented the door prizes like an Emmy is presented at the Oscars. The prize was a star trophy and a Walmart gift card.

6. **23% of responding agencies had client events in the community**

Walks, Zoo, Picnics, Pool Party...

- World Breastfeeding Zoo event – sponsored by hospital. Had a display to promote the 3-D breastfeeding theme. Event included freebies, face painting, coloring pages, slide show of nursing animals, free water and tons of breastfeeding educ
- Breastfeeding Walk in the Park and cookout for moms/babies
- Breastfeeding walk
- 5th Annual Picnic in the Park for clients and staff
- Breastfeeding Celebration at local church with cake, punch and door prizes
- Breastfeeding Pool Day – provided lunch and entrance into the pool/water slide. Had breastfeeding information table set up on the pool deck.
- We hosted a pool party at the community swimming pool. We supplied healthy snacks and give away bags.
- Six of our breastfeeding peer counselors took part in the annual breastfeeding walk; displayed an interactive poster in Spanish & English with prizes and incentives

Other...

- Starting a monthly blog on Chambana Moms website
- Started a Twitter account
- Facebook page began in July, invited clients to share their breastfeeding experiences and questions.

Display/other...

- Donated Breastfeeding books to the local libraries.
- Donated several childrens' breastfeeding books to the library.
- A display table with the BFPC counselor and the local La Leche leader was held at the library. They were there with drinks & treats during story hour, the display was left up for the week.
- Display at local community college. Had door prizes, snacks and information about local WIC clinics. Showed the video "Another Way to Say I Love You and spoke with women interested in breastfeeding.

7. **42% of responding agencies had physician/hospital outreach activities**

- Took platters of cookies and fresh fruit to all physicians' offices in the county and educational materials on our program for them/patients.
- We participated in the breakfast meeting of the Kane County breastfeeding Coalition held at Delnor Hospital in Geneva, IL and networked with others in attendance

- We delivered gift bags full of breastfeeding items to area hospitals
- Dr offices were visited and given info on "Counseling the Breastfeeding Mother" and "Making Strides toward improving Breastfeeding-one AAP project at a time" along with BFPC info, upcoming programs offered by the local breastfeeding task forces. Also offered this information to our local hospital.
- PC created an informational binder that gives the most up to date information on all the services provided by our WIC office, including All Kids.
- Took cupcakes and educational information to local and surrounding doctors' offices to kick off the first week of August.
- We made baskets with treats, bookmarkers made by our local breastfeeding task force, and a card designed also by our local breastfeeding task force and delivered them to local pediatricians and ob/gyn doctor offices

8. **22% of responding agencies participated in Task Force or community events**

- Put up a breastfeeding station at the county fair. Gave out breastfeeding information
- Had a breastfeeding area at the county fair
- Held formal dinner at local hospital for community breastfeeding families
- Had the breastfeeding camper, educational and outreach materials at the Cisne Reunion and county fair
- Had booth at annual county health and safety fair. The theme was "Rethink Your Drink From the Start" Mom's milk makes me healthy and smart. I'm off to a great start! We had a 4'X6' Banner made and provided information/Fliers about our PC program. Also gave out coloring books "Our New Baby and Me.
- Area hospital hosted "LLL the Big Latch On". WIC contributed balloons "BF Does a World of Good" and helium. Fliers about our PC program provided.
- CIBRTF held a fair at the park in Peoria Heights. Flyers were sent out on this, posted in-house, and given to our PR person to publish in local papers.

9. **Using the WABA theme: "Talk to Me! Breastfeeding – a 3D Experience"**

- 32% of responding agencies did use the WABA theme
- 29% of responding agencies did not use the WABA theme
- 32% of responding agencies adapted the WABA theme

10. **Media coverage of breastfeeding events/activities**

- 52 % of responding agencies had newspaper coverage of event or WBW/month
- 16% of responding agencies had radio coverage
 - Discussed multiple breastfeeding topics and WIC services
 - PSAs on the local radio station about WBW/month
 - Radio "coffee break" was recorded – a Q/A with radio staff, the peer counselor and peer counselor supervisor about breastfeeding/WBW, etc
 - Radio program on local station
 - PSA on the radio
- 1 agency reported TV interview/coverage