



JB Pritzker, Governor

Dulce M. Quintero, Secretary

Bureau of Family Nutrition

Memorandum

To: WIC and Breastfeeding Coordinators

From: Stephanie Bess, M.S., R.D., LDN
Associate Director, Office of Family Wellness

Subject: August is Breastfeeding Promotion Month

Date: July 25, 2025

Illinois celebrates the entire month of August as Breastfeeding Promotion Month. The first week of August (August 1-7) is World Breastfeeding Week (WBW). WBW is the World Alliance for Breastfeeding Action's (WABA) ongoing campaign to increase public awareness of the importance of breastfeeding worldwide. The 2025 theme is "Prioritize Breastfeeding: Create Sustainable Support Systems," bringing focus to the environment and climate change through highlighting our roles in supporting breastfeeding to create a sustainable environment while simultaneously reducing the impact of climate change caused by artificial infant feeding.

Information and materials for use during WBW can be found on the [WABA WBW website](#). Materials include downloadable posters, a logo, and an action folder with action points for promotional activities and social media. You may also subscribe to WABA to receive updates on the latest WBW-related news. The US Breastfeeding Committee also has resources for [National Breastfeeding Month](#) with a photo gallery and links to the various cultural celebration weeks.

Each year in the first week of August, [National WIC Breastfeeding Week](#) is celebrated in conjunction with World Breastfeeding Week. WIC plays a vital role in the promotion and support of breastfeeding. Check out USDA's WIC Works Resource System and the [National WIC Breastfeeding Week Infographic](#). The National WIC Association (NWA) has infographics in English and Spanish featuring WABA's theme to be printed in posters or as social media posts. NWA also released a social media toolkit for National Breastfeeding Month in various languages available on their [NWA WIC Share site](#).

WIC and Peer Counseling staff have done a fantastic job providing breastfeeding support, education, and counseling to our WIC families. We know this will continue as we reconnect with families in person. Please communicate any WBW or Month events with us and as always, you can contact Courtney Adams (courtney.adams2@illinois.gov) or your Regional Nutritionist Consultant to answer questions or assist you in your breastfeeding promotion and education efforts.

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CHTC