

2011 WORLD BREASTFEEDING WEEK



Nancy Ney/Digital Vision/Getty Images

# Talk to me!

## Breastfeeding – a 3D Experience

*A promotional resource for World Breastfeeding Week 2011*



B.C. mother breastfeeding her toddler.

## Introduction

World Breastfeeding Week is 1–7 October in Canada. Celebrated in more than 120 countries worldwide, World Breastfeeding Week (WBW) is commemorated to encourage breastfeeding and improve the health of babies around the world. The WBW theme for 2011 is **Talk to Me! Breastfeeding – a 3D Experience**: Time, place and communication.

Why **3D**? When we look at breastfeeding support, we tend to see it in two dimensions – time and place – but neither has much impact without a third dimension: **communication**.

Communication is an essential part of protecting, promoting and supporting breastfeeding. Communicating cross-generation, cross-sector, cross-gender, and cross-culture encourages knowledge and experience sharing, an essential part of protecting, promoting and supporting breastfeeding.

This promotional package is intended to support organizations and health promotion programs in BC to celebrate WBW, and to promote, protect and support breastfeeding in our communities.

In this promotional package you will find:

- Information about the 2011 WBW theme.
- Suggestions for celebrating WBW.
- Breastfeeding resources and websites.
- Sample Facebook/Twitter posts.
- Additional resources such as a sample news release and Breastfeeding Jeopardy game will be available for download on the BC Baby-Friendly Network website at [www.bcbabyfriendly.ca](http://www.bcbabyfriendly.ca)



## **Talk to Me = Communication**

### **The importance of breastfeeding**

Spread the message that breastfeeding is vital for healthy infant growth and development, and also has a positive impact on the health of the mother. Breastfeeding is one of the most effective preventive measures for reducing the risk of childhood health issues for infants and young children.

#### **Reinforce breastfeeding basics**

Reinforce information of breastfeeding basics, e.g., latching, positioning and signs the baby is breastfeeding well. Keep the messaging simple to help to build a mother's confidence in her ability to breastfeed.

#### **Encourage experience sharing and mother to mother peer support**

Encourage families to share their experiences, emphasizing the importance of a supportive family and community in successful breastfeeding. Support linkages between mothers to encourage peer and community support for breastfeeding.

#### **Share information about available supports**

Share information on how to access breastfeeding supports within and outside the health care system. Discuss the variety of ways mothers can obtain information and support.

#### **Encourage mothers to discuss breastfeeding with their employers**

Encourage a mother to talk to her employer about her breastfeeding plans and how it can be integrated into her return to work. Discuss how breastfeeding can continue despite returning to work and how it can be a fulfilling way to reconnect with her baby. Planning in advance can help mothers transition back to work and continue to breastfeed.

*Talking about*

*breastfeeding supports*

*mothers and babies*

*to achieve successful*

*breastfeeding*



*Quintessence breastfeeding challenge 2010.*

## Suggestions to celebrate world breastfeeding week

B.C. has a long history of hosting successful WBW events and activities across the province to support and promote breastfeeding. Some suggestions for this year include:

- Organize a Quintessence breastfeeding challenge in your community. You can do so by registering your site online (at no cost) at [www.babyfriendly.ca](http://www.babyfriendly.ca), gather two or more mothers with breastfeeding children at a local community centre, someone's home, health unit, mall or any other venue, celebrate breastfeeding, and "call in" your numbers of babies by 5:00 pm local time. For more information, visit [www.babyfriendly.ca](http://www.babyfriendly.ca).
- Use the media to promote breastfeeding by issuing a news release. A sample news release can be downloaded from [www.bcbabyfriendly.ca/WBW.html](http://www.bcbabyfriendly.ca/WBW.html). Write an article or a letter to a local newspaper editor. Other options include radio announcements, website articles, posters, website blogs, videos and social media messaging.
- Use social media. Post information on your organization's Facebook/Twitter sites. See samples in this package. Connect with other breastfeeding advocates by email, Facebook or Twitter and share available resources and information about local breastfeeding celebrations or events.
- Host a **"Multigenerational Experience Sharing"** event to encourage multigenerational audiences to share their breastfeeding stories or someone else's (sister, mother, wife, partner, etc) either in person or online.



B.C. mother breastfeeding her infant son.

- Generate a breastfeeding poster contest with the theme: **Communicating the benefits of breastfeeding using new media technology.**
- Write a **"Communicating with the community"** letter about the importance of breastfeeding and supporting breastfeeding moms by providing them with comfortable places to breastfeed and nutritional meal choices. Distribute the letter to restaurants, coffee shops and super markets for display.
- Create a workplace or community display and provide accessible information about breastfeeding and the Baby-Friendly Initiative (BFI). Posters can be downloaded from [www.bcbabyfriendly.ca/WBW.html](http://www.bcbabyfriendly.ca/WBW.html)

# Breastfeeding resources

## World Breastfeeding Week (WBW)

- BC Government World Breastfeeding Week 2011 Proclamation  
<http://www.health.gov.bc.ca/women-and-children/womens-and-maternal/breastfeeding.html>
- BC Baby-Friendly Network  
<http://www.bcbabyfriendly.ca/WBW.html>
- INFACT Canada (see WBFW resources)  
<http://www.infactcanada.ca>
- World Alliance for Breastfeeding Action (WABA)  
<http://worldbreastfeedingweek.org/>

## General

- Breastfeeding Resources Catalogue, BCAPOP  
[http://www.bcapop.ca/files/national%20project/1\\_pager\\_final.pdf](http://www.bcapop.ca/files/national%20project/1_pager_final.pdf)
- Breastfeeding Publications–PHAC  
[http://www.phac-aspc.gc.ca/hp-ps/dca-dea/stages-etapes/childhood-enfance\\_0-2/nutrition/index-eng.php](http://www.phac-aspc.gc.ca/hp-ps/dca-dea/stages-etapes/childhood-enfance_0-2/nutrition/index-eng.php)
- Best Start Resource Centre  
<http://www.beststart.org/resources/breastfeeding/index.html>
- Just One Bottle Won't Hurt – Or Will It?  
<http://bcbabyfriendly.ca/JustOneBottle.pdf>
- Breastfeeding Wheel  
[http://bcbabyfriendly.ca/BF\\_Wheel.pdf](http://bcbabyfriendly.ca/BF_Wheel.pdf)

## Parent/Family Specific Resources

- Dad's Tools  
<http://bcbabyfriendly.ca/dads2004.pdf>
- Hey Dads! Want to Help But Don't Know Where to Start?  
<http://bcbabyfriendly.ca/dadsheet.pdf>
- Hey Dad! When It Comes to Breastfeeding, You Make the Difference  
<http://bcbabyfriendly.ca/dads.pdf>
- A Grandma's Brief Guide to Breastfeeding  
<http://bcbabyfriendly.ca/Grandma2Grandma.pdf>

## Videos/Online Education

- B.C. families – Breastfeeding stories  
<http://www.youtube.com/user/healthyfamiliesbc#g/u>
- Breastfeeding Inc, Dr. Jack Newman  
<http://www.breastfeedinginc.ca/content.php?pagename=videos>
- La Leche League breastfeeding awareness video:  
<http://www.lllc.ca/national-awareness-campaign>
- Breast Crawl  
<http://bcbabyfriendly.ca/wbw07.html>
- Free online lectures:
  - Whatever happened to health for all? Repaving the pathway to breastfeeding support  
<http://health-e-learning.com/resources/free-lectures>
  - Healthy Mothers, Healthy Babies Breastfeeding Web Course  
<http://www.beststart.org/courses/>

# WBW 2011 Facebook and Twitter posts

## Suggested date

Last weekend of September (Friday September 30th through weekend to first week of Oct)



## Suggested Facebook posts



B.C. celebrates World Breastfeeding Week October 1-7, 2011. The theme for this year is *“Talk to me! Breastfeeding – a 3D Experience”* So, would you breastfeed?, Check out this video about B.C. families sharing their stories about breastfeeding (link to video) If video not available replace with the following To learn more, click this link <http://worldbreastfeedingweek.org/>



What better bonding time than breastfeeding? Your baby, you and your family benefit from the breastfeeding. To learn more about the importance of breastfeeding, check out [the Best Chance Website](#)



Breastfeeding, something so natural actually requires skills! But don't worry, just check out the following link for helpful hints on how to breastfeed <http://www.positivelybreastfeeding.ca/learn/Newman/videos.htm>



B.C. may be celebrating breastfeeding week but breastfeeding is practiced worldwide. Check out this video about breastfeeding in different languages: [http://www.nbc.ca/index.php?option=com\\_content&view=section&layout=blog&id=3&Itemid=11](http://www.nbc.ca/index.php?option=com_content&view=section&layout=blog&id=3&Itemid=11)



Hey Dads! You make the difference when it comes to breastfeeding – don't believe us? Check out this link with a list of things Dads can do to support breastfeeding and bond with the baby: <http://bcbabyfriendly.ca/dadsheet.pdf>



Are you preparing for baby's arrival and thinking about breastfeeding? Check out this link for things to think about and do before bringing baby home! <http://www.bestchance.gov.bc.ca/pregnancy/preparing-for-babys-arrival/>



You've decided to breastfeed – congrats! Now, who in your area does it too? Community groups and programs exist everywhere, investigate at <http://www.llc.ca/chapter-group/british-columbia>



## Suggested twitter posts

World Breastfeeding Week is October 1-7, 2011. Check out this video about BC families sharing their stories. (link to video)

If video not available replace with the following

Celebrate! World Breastfeeding Week is October 1 - 7 in B.C.

To learn more about WBW, check out the following link <http://worldbreastfeedingweek.org/>

Baby bonding time-breastfeeding benefits mother and baby! <http://www.bestchance.gov.bc.ca/you-and-your-baby-o-6/caring-for-your-baby/breastfeeding-your-baby/benefits-of-breastfeeding.html>

Breastfeeding troubleshooting, yes natural doesn't always mean easy!

Check out [the Best Chance Website](#).

Support your friends and family's choice to breastfeed – natural in any language!

[http://www.nbc.ca/index.php?option=com\\_content&view=section&layout=blog&id=3&temid=11](http://www.nbc.ca/index.php?option=com_content&view=section&layout=blog&id=3&temid=11)

Dads, you can help with breastfeeding! Well, not literally, but check this out:

<http://bcbabyfriendly.ca/dads2004.pdf>

Breastfeeding and baby's arrival? Yes yes yes!

Check out <http://www.bestchance.gov.bc.ca/pregnancy/preparing-for-babys-arrival/>

It takes a village... To breastfeed? Community support and more!

<http://www.illc.ca/chapter-group/british-columbia>



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