

Ten Low Cost or No Cost ideas for World Breastfeeding Week 2008

1. WithinReach Breastfeeding Materials & Promotional Items; Distribute these to your local physician offices, clinics and hospitals or have them available at fairs, farmer's markets, libraries, and other events.

Educational Materials:

- *Breastmilk Protection for your Baby in English or Spanish*
- *Baby's Best Start Counter Cards* in English (printed), Spanish (printed) and Russian and Vietnamese, (electronic only): <http://www.breastfeedingwa.org/materials>

To order **free** materials (breastfeeding and otherwise): http://www.withinreachwa.org/ordermaterials_start

Promotional Items:

- **Mammal Quiz.** **New this year!** Great handout for kids! www.breastfeedingwa.org/wbw
- **Breastfeeding Coloring Page.** www.breastfeedingwa.org/aboutbreastfeeding
- **National Breastfeeding Report Card;** with details about Washington State <http://www.breastfeedingwa.org/articles>
- **WBW, 2008 Proclamation signed by Gov. Gregoire** <http://www.breastfeedingwa.org/wbw>
- **Stickers:** (Breastfeeding Coalition of Washington, "I reduced my risk" with pink ribbon). Sheets have 12 stickers each. Order up to 10 sheets by emailing me: kimr@withinreachwa.org
- **Posters:** I have some bf posters (from the National Breastfeeding Media campaign and others)...some might have other organizations names on them. I'm happy to send to any of you who could use them.

2. Work with your local library to create a display of breastfeeding-friendly books for children and parents and/or promotional items. Here is a list of books: <http://www.breastfeedingwa.org/wbw>



South Sound Library Display



Skagit County Library Display

3. International Lactation Consultants Association: 2008 World Breastfeeding Week Kit

www.ilca.org/worldbreastfeedingweek.html (Place orders by **July 17th**)

Kit includes: a button custom-made for ILCA to complement this year's theme, "Going for the Gold" checklists to help employers, healthcare providers, families, emergency workers, and community organizations know how to support breastfeeding mothers, pamphlets for mothers, their family members, and healthcare providers, and lots of ideas and reproducible promotional materials.

4. La Leche League www.llusa.org/wbw

- This link has GREAT ideas for WBW activities, registering your event, helpful forms for organizing your event, merchandise and more.

5. World Alliance for Breastfeeding (WABA) <http://www.worldbreastfeedingweek.org>

Explanation about the theme, free material:

- Calendar announcement, posters, action folders, support letters from UNICEF & WHO.

6. Noodle Soup www.noodlesoup.com

- Provides low literacy materials for breastfeeding promotion including: magnets, stickers, notepads, t-shirts, totes, buttons, etc.

7. INFACT Canada (Infant Feeding Action Coalition) <http://www.infactcanada.ca/infacthomepage.htm>

- World Breastfeeding Week 2008 Kit: seven fact sheets, two mini-posters (2 of each poster), five “Breastfeeding Rights” pocket cards, WABA Action Folder 2008, sample press release, Baby-Friendly Checklist Pad, two “Cost of Formula” wheels, “Risks of Formula Feeding” brochure, Nestlé boycott information, three “Mother-Baby Friendly Communities” stickers.

8. Ban the Bags Campaign <http://www.banthebags.org>

- The free Tool Kit, *Anticipating Formula Industry Strategies and Countering Them*, has background information, supporting data and educational materials to start lobbying for change in your community. Their on-line store offers tote-bags, t-shirts, magnets, buttons and more.

9. Make plans now to organize breastfeeding trainings for physicians and their staff using the any (or all!) of the 10 modules developed by the Physician Lactation Education Collaborative. It’s not too early to start planning for fall and spring. To learn more and to pre-order this free 2 CD set:

<http://www.breastfeedingwa.org/collaborative>

10. Easy and fun idea!

On August 1st, with the local LLL and WIC clinic, we are planning a picnic in the park for pregnant and breastfeeding mothers (WIC and WIC eligible women will be targeted). Food is being donated by our local hospital; a local breastfeeding mom who is a baker, is making a large cake; and drinks are being donated by a local grocery store. We will have breastfeeding promotion items for all mothers (magnets from Noodle Soup, “I reduced my risk” stickers from the BCW, and cloth baby bibs donated by a local women’s sewing circle). The WithinReach breastfeeding coloring page, a small box of crayons and the BCW Marvelous Mammals quiz will be given to all children who attend. LLL, WIC and WithinReach materials will be available for the taking. Several children’s books that positively portray breastfeeding will be given in a random drawing to participants who complete the following phrase on a 3x5 card; “Breastfeeding means the world to me because...” We will use our Polaroid camera and take pictures of participants (with their permission), ideally many will be breastfeeding pictures. We will try to take at least two pictures of every woman so they have a copy and we have a copy for the WIC bulletin board. The bulletin board will be decorated and at the top will say, “Breastfeeding means the world to me because...” All the pictures and 3x5 cards will be posted for the month of August through the month of October (Breast Cancer Awareness month).

Our goals include:

- *Increasing the awareness of the link between breastfeeding and reducing one’s risk of breast cancer*
- *Increasing the awareness of WIC, MSS, LLL, WithinReach (Family Health Hotline) our breastfeeding coalition and other breastfeeding resources in our community.*
- *Introducing mothers to each other, we will ask each person to introduce themselves to someone they don’t know and ask the person a breastfeeding question such as: Have you breastfeed before? What do you like about breastfeeding? Did you encounter any challenges? Why is it important to you? etc. We want this to get people talking to each other and learn that peer support can be important and helpful.*

We are also working with our local library. They are willing to purchase some new books for adults and children about breastfeeding. These will be highlighted on the table near the entrance with health information about breastfeeding and local breastfeeding resources. The library will also display information about WIC and WithinReach.