



JB Pritzker, Governor

Dulce M. Quintero, Secretary Designate

100 South Grand Avenue, East • Springfield, Illinois 62762
401 South Clinton Street • Chicago, Illinois 60607

Memorandum

To: WIC and Breastfeeding Coordinators

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

Subject: August is the start of Breastfeeding Promotion Month

Date: July 31, 2024

Illinois celebrates the entire month of August and the first two weeks of September to Promote Breastfeeding Awareness. The first week of August (August 1-7) is World Breastfeeding Week (WBW). WBW is the World Alliance for Breastfeeding's ongoing campaign to increase public awareness of the importance of breastfeeding worldwide. The 2024 theme is "Closing the Gap: Breastfeeding Support for All." Proclamations from the Governor's Office are attached to aid in your communications.

Information and materials for use during WBW can be found on the World Alliance for Breastfeeding Action (WABA) website <https://worldbreastfeedingweek.org>. Materials include downloadable posters, a logo, and an action folder with action points for promotional activities. You may also subscribe to WBW to receive updates on the latest WBW-related news.

WIC plays a vital role in the promotion and support of breastfeeding. The National WIC Association (NWA) has developed a breastfeeding infographic that can be made into posters or fliers for display. The graphic is available in [English](#) or [Spanish](#). You can also find information about NWA's #BreastfeedingIS campaign at <https://www.nwica.org>.

These past few years have been stressful times for everyone, and this is especially true for pregnant and breastfeeding families. WIC and Peer Counseling staff have done a wonderful job providing breastfeeding support, education, and counseling to our WIC families.

Please communicate any WBW or Month events with us and as always, you can contact Audrie Mumphery (audrie.mumphery@illinois.gov) or your Regional Nutritionist Consultant to answer questions or assist you in your breastfeeding promotion and education efforts.

CC: RNC