



Breastfeeding Month Ideas

County Fair Breastfeeding Spaces

- Enclosed space with comfortable chair/rocking chair or couch for nursing, changing table, hand washing, water and snacks, fan for cooling.
- Extra diapers and wipes for changing station provided.
- QR codes with resources or handouts on WIC and Community resources as well as breastfeeding tips on hydration, milk storage, or other common questions

Community Events

- Tea party to celebrate breastfeeding families. Having tea and other refreshments with small snacks to celebrate and bring breastfeeding families together.
- Community Health Fair bringing together community resources with a variety of tabling for families to learn about resources available to them. Breastfeeding support tables with peer counselors, IBCLCs, and dad's support too.
- "Monday Mom Meet Ups" weekly resource fair including a partnership with local library for a story-time.
- Mom's Day Out: relaxing day to celebrate moms/nursing parents with massages, a photo-booth, snacks/refreshments, breastfeeding support, and giveaways
- Starting a Breastfeeding Support Group
- Breastfeeding Supply drives
- Raffle prizes at events or in clinic participation
 - o Guess the size of a newborn stomach, guess the percent of IL moms who breastfeeding at the hospital

Giveaways for Participants/Moms: small, purchased prizes or donated items from local business, Milk Bank, breastfeeding coalitions/task forces, or other funds.

- Breastfeeding milestone certificates or bracelets
- Coloring books with positive breastfeeding images for participants
- Gift bag/basket with care items
- Breast pads, milk storage bags, nipple cream, hot/cold packs, nursing bras
- Baby's daily logbook
- Chapstick, hair ties, bath bombs, lotions, and other self-care pampering items
- water bottle, drawstring bags or tote bags, bibs, stickers
- Magnets with breastmilk storage guidelines



Breastfeeding Month Ideas

Clinic Decorations/Bulletin Boards

- Food samples/recipe demonstration of lactation cookies or other common treats that might support milk supply with information on breastfeeding and breastfeeding support
- Bulletin board themes
 - o Breastfeeding is unbe-leaf-able
 - o We CARROT believe breastfed benefits!
 - o Breastmilk is worth more than gold
 - o Breastfeeding is blossoming with benefits
 - o Wild about breastfeeding
 - o BEElieve in breastfeeding
 - o Hungry or Full? Know Your Baby's Cues
 - o Breastfeeding and Safe Sleep
 - o From one Breastfeeding Mom to Another (breastfeeding advice from participants)
 - o Milk Drops: quick facts about breastfeeding
 - o Bees of Breastfeeding
 - o Behind every breastfed baby lies another door to a world of possibilities
 - o I breastfed because... (participants add their reasons)
 - o Celebrating milestones of current WIC breastfeeding families: include a photo of the breastfeeding dyad, their breastfeeding milestone, and their advice to other parents (I chose to breastfeed because... in my breastfeeding journey, I am most proud of... and what difficulties they overcame)

Staff Trainings/Activities

- Breastfeeding Myths game
- Breastfeeding Bingo
- Breastfeeding Jeopardy
- Staff T-shirts celebrating Breastfeeding Month or Breastfeeding Support
- Prizes for staff during training games
- Potluck or special staff meal
- Highlight WIC team accomplishments for breastfeeding support over the past year(s)