



National Breastfeeding Month QUICK-GUIDE

A publication of the Center for Leadership Education in Maternal and Child Public Health



This is one of 50+ "Quick-Guides" created to help you take advantage of national health observances. It can help you guide your maternal and child health promotion efforts, especially when using social media. Most messages, materials, and facts can be adapted to fit many audiences.

For other Quick-Guides, visit: z.umn.edu/qguides

Social Media

Social media can be a great tool for finding up-to-date resources and facts. Follow leading organizations to see what they are doing, share their posts, and join in national chats.

One of the easiest ways to find more resources is to search the hashtag for this observance. This can be done on almost all social media networks. Include it in any posts you create.

Please share this Quick-Guide and tag **@UMN_MCH!**

Hashtag

#NBM18
#Breastfeeding
#nationalbreastfeedingmonth

Twitter

@USbreastfeeding
@LaLecheLeagueUS
@Bf_USA

Facebook

- International Lactation
Consultant Association
- La Leche League USA

Instagram

@USbreastfeeding
@LaLecheLeagueUS

Print, Post, or Share

If available, use logos or other graphics to enhance your posts, emails, or websites. Visuals help catch people's attention and often have higher engagement numbers.

Use available facts from these organizations to create quick and easy posts for social media or a newsletter. Many also provide templates for press releases and other modes of communication.

United States Breastfeeding Committee

Online Learning Communities
Existing Breastfeeding Laws

Bi-Monthly Coalitions Webinars
Surgeon General's Call to Action

Sample Tweets/Posts

August is
#NationalBreastfeedingMonth!
We support all #breastfeeding,
chestfeeding, and human milk
feeding families. #NBM18

#Breastfeeding reduces a
mother's risk of ovarian &
breast cancer, heart disease, &
osteoporosis. The longer she
breastfeeds, the higher the
benefit.

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