DATE: August 22, 2018
TO: WIC & Breastfeeding Coordinators
FROM: State WIC Breastfeeding Staff
SUBJECT: Breastfeeding Awareness Month Spotlights

World Breastfeeding Week 2018 has already come and gone and Breastfeeding Awareness Month is in full swing! You may have seen MDH’s social media pages about various breastfeeding posts and about the Lactation Station at the State Fair. These are always some of MDH’s most Liked and Shared posts during the year.

Many local agencies host their own events and provide space for breastfeeding moms at county fairs. Here are some links to media coverage that has been shared with us.

❖ From Jane Knutson - Thanks to the Mower County Fair board and support of Mower County SHIP, Public Health, and the Mower County BF Coalition, breastfeeding moms have a comfortable place to feed their baby when out at the Fair. Check out the KIMT news story and interview with Chris!

❖ From Wendy O’Leary - Olmsted County WIC and Olmsted Area BF Coalition hosted their 7th annual celebration and stroll with a pre-event article in the PostBulletin and interview on K T T C T V. Post-event coverage featured two of Olmsted WIC’s peer counselors and an interview that included a dad’s perspective.

Please continue to share pictures of your agency’s displays, bulletin boards, exhibit space, media coverage, etc. with us along with details about any projects you’ve been working on for August. Feedback about the current materials and ideas for others is also appreciated for future planning. We love to see and hear about the creative and amazing work WIC staff do to promote and support breastfeeding all year round.

Questions? Contact Linda Dech, 651-201-3649.