DATE:       June 19, 2019
TO:         WIC Breastfeeding & Peer Coordinators
FROM:       WIC Breastfeeding, Policy, and Training Unit

Updated Link!

August 1-7 is World Breastfeeding Week (WBW) and August is Breastfeeding Awareness Month. This year the international theme for WBW is Empower Parents – Enable Breastfeeding. We have modified the theme a bit to be more relevant to WIC participants, and encouraging them to “build their squad.”

Based on this year’s WBW logo and theme, MN WIC is offering the materials listed below. Place your orders using WIC Agency Materials Order Form. See pages 3-4 for images of the materials.

WBW Materials Include:

- **Breastfeeding Squad magnet picture frame.**
  These 5x7” magnets are also a 3x5” picture frame. Moms can remove the middle, and using a dry erase marker, can list things she needs for today, or any day. Suggested uses:
  - Offer to pregnant and post-partum participants to show photos of her main “support squad”. Supporters empower and enable moms. Listing what she needs daily clearly communicates to her squad what she needs to meet her goals.
  - Have WIC staff display their own breastfeeding squad where participants can see. Use as a conversation starter: “Tell me who your main supporters will be after the baby arrives.”

  **Ordering:** Agencies may order in packs of 10 based on 15% of your breastfeeding caseload. To calculate order: Bfdg caseload X 0.15, divide by 10 (to determine # of packs). Round up to next whole number. Depending on demand additional magnets may be available.

- **MN Breastfeeding Laws on business-sized Card**
  Notification of MN laws protecting breastfeeding in public and in the workplace are now available on one card (see image on Materials Summary). Cards can be given to pregnant and breastfeeding moms. Suggested uses:
  - Display in your clinic waiting area – for Moms (and others) to take for their wallet or purse.
  - Use for booths at fairs as a give-a-way and public service!
Ordering: Agencies may order in packs of 25 based on 30% of your breastfeeding caseload. To calculate order: Bfdg caseload X 0.3, divide by 10 to determine # of packs (round up to next whole number).

Downloadable versions will be available on the website at: Breastfeeding Materials if you’d like to print more locally.

- News Release Template.
  We will provide a template for Local Agencies to customize and use locally. It will focus on stories gathered people who supported and enabled new moms to breastfeed and helped address the challenges of being a new mom. Consider asking WIC staff to share their own stories, provide a quote, or an image. Local stories carry a lot of weight and they are easier to obtain media release permission. Watch for the template in the Wednesday Update in the coming weeks.

Materials Available from 2018:

- “Thank You” POSTCARD - Uses the 2018 WBW logo. Suggested uses for the postcard:
  - Send to breastfeeding participants to recognize & thank them for giving her baby the best/healthiest start possible. To protect her privacy, consider mailing the card in an envelope.
  - Send to providers in your area who support breastfeeding moms.
  - Send to employers or businesses in your area who are known supporters of breastfeeding employees and who welcome breastfeeding customers.
  - Place in waiting area for participants to use, and post on clinic bulletin boards for those whom they wish to acknowledge for their support. Suggested theme: Who supported you to breastfeed? Or, Who would you thank for helping you to breastfeed?
  - Place out at exhibits or county fair booths to acknowledge those in the community who were supportive.

Ordering: Postcards are in packs of 25.

Downloadable versions will be available on the website at: Breastfeeding Materials if you’d like to print more locally.

- Breastmilk storage guidelines MAGNETS - Same design as last year.
Ordering: Agencies may order for 15% of their breastfeeding caseload. Magnets come in packs of 10. To calculate order: Bfdg caseload X 0.15, divide by 10 to determine # of packs (round up to next whole number).
Downloadable through the MDH WIC website Breastfeeding Materials

- Leafy “Doodads” - designed by Michelle Gawboy, based on the 2018 WBW logo, to use for displays or bulletin boards. Because we are unable to print these this year, they will be available to download at Breastfeeding Materials to print on your own.
Some suggested uses:
- Using a tree or vine theme, print the leaves (on different color paper if color ink isn’t available) and use for a bulletin board or exhibit display.
- Print the leaves for participants to write on, thanking those who have been supportive. Have some pre-written to get the tree/vine started.
- Print/write feedback or quotes from participants on the leaves.
- Put impact of breastfeeding on health/family/community on the leaves.

- **Social Media Toolkit from August 2017.** The toolkit is available with ideas for social media posts. Images will be added with the current WbyW logo and pictures of moms and babies to use in Facebook/Instagram/Twitter posts. Watch the Wednesday Update for updates.

Contact Linda Dech, 651-201-3649, linda.dech@state.mn.us for questions.

See below for images of magnets, MN laws, postcard, and “doodads.”

**Breastfeeding Squad Magnets – 5” x 7”**

![Breastfeeding Squad Magnets](image_url)

**MN Breastfeeding Laws** – updated to a foldable business-size card with both laws inside.
Postcard

To print additional copies of postcards, print on 8 ½” x 11” cardstock, 2 postcards per sheet.

Breastmilk Storage Magnet

Sample of Leafy Doodads