DATE: July 3, 2019
TO: WIC Breastfeeding and Peer Coordinators
FROM: WIC Breastfeeding, Policy, and Training Unit
SUBJECT: 2019 World Breastfeeding Week & Breastfeeding Awareness Month News Release Template

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.**

A **news release template** is now available for Local Agencies to use with your local media outlets. It will be listed with the other templates on the MN WIC website. This year the focus is on sharing stories of what helped moms to successfully breastfeed. MN WIC participants submitted these from a 2018 MDH Facebook post asking about their experience with WIC. These stories, or your own, may be used (with a signed release).

Magnets, postcards, etc. are still available to order. Samples are below and downloadable from the website. See the June 19, 2019 Wednesday Update memo for use suggestions.

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

**Summary of materials**

**Magnets** - #breastfeeding squad and human milk storage guidelines
MN Breastfeeding Laws

Minnesota Statutes

Breastfeed - Anywhere, Anytime
State law says a mother may breastfeed in any location, public or private, where the mother and child are otherwise authorized to be. Breastfeeding is not considered indecent exposure.

See Minnesota Statute 144.305

Workplace support for breastfeeding women
State law says an employer must provide unpaid break time daily to allow an employee to express breastmilk for her infant.

The space should be in close proximity to the work area (not a bathroom or toilet stall), shielded from view, free from intrusion and include access to an electrical outlet.

See Minnesota Statute 181.930 for important details

Postcard

Sample of Leafy Doodads