



2017

**World Breastfeeding Week, National Breastfeeding Month
and Black Breastfeeding Week**

Milk Bank Media Resource

For open-source use by HMBANA certified milk banks, partners, and friends

Next month brings three different campaigns that raise our collective voices around the importance of breastfeeding. These are: World Breastfeeding Week, National Breastfeeding Month, and Black Breastfeeding Week. While coordinated by separate organizations, common themes weave through each event and advocates across the globe are likely to engage in all three. As members of the broader breastfeeding advocacy community, milk banks can play a special role by elevating awareness of human milk and human milk donation. This resource synchronizes information from each of the campaign organizers and suggests ways that milk banks can participate and represent the nonprofit milk banking community.

World Breastfeeding Week, August 1-7: Sustaining Breastfeeding Together

Taken from www.ilca.org/global-health/world-breastfeeding-week & www.worldbreastfeedingweek.org.

World Breastfeeding Week, organized by World Alliance for Breastfeeding Action (WABA), is celebrated every year from 1 to 7 August all over the globe to encourage breastfeeding and improve the health of babies around the world. The theme for 2017 World Breastfeeding Week (WBW) is Sustaining Breastfeeding Together. Organizations worldwide are partnering, including the International Lactation Consultants Association (ILCA), United Nations Children's Fund (UNICEF), World Health Organization (WHO), International Baby Food Action Network (IBFAN), La Leche League International (LLL), The Academy of Breastfeeding Medicine (ABM), Wellstart International, the Global Goals, and the World Alliance for Breastfeeding Action (WABA).

In 2016, WABA began the 15-year journey to supporting the [Sustainable Development Goals](#) (SDGs) by linking each goal to breastfeeding. United Nations member states adopted the SDGs one year earlier to establish specific targets within the next 15 years in order to end poverty, protect the planet, and ensure prosperity for all as part of a [new sustainable development agenda](#). From WABA's perspective, sustainable development encompasses ecology, economy and equity.

#WBW2017 calls on advocates and activists, decision-makers and celebrants to forge new and purposeful partnerships. So that together, they can attract political support, media attention, participation of young people and widen the pool of celebrants and supporters. This is the way to campaign for a generation and commit to achieving the SDGs by 2030.

World Breastfeeding Month, August 2017: Charting the Course Together

Taken from: www.usbreastfeeding.org/nbm

On August 6, 2011, the USBC [officially declared](#) that August is National Breastfeeding Month. In recognition of National Breastfeeding Month (NBM), each year the USBC hosts a social media advocacy and/or outreach campaign inviting breastfeeding coalitions, member/partner organizations, and individual supporters to join online actions and conversations to build support for the policy and practice changes needed to build a "landscape of breastfeeding support."

This year's #NBM17 theme—*Charting the Course Together*—will focus on how to use data and measurement to build and reinforce the connections between breastfeeding and a broad spectrum of other health topics and initiatives. Referencing the [Healthy People 2020 \(HP2020\) objectives](#) and the [World Breastfeeding Trends Initiative \(WBTI\)](#) markers,

the month aims to lift up the cross-cutting, collective impact of breastfeeding as a high priority public health issue. Healthy People 2020 was adopted in 2010 by the US Department of Health and Human Services as “the nation’s new 10-year goals and objectives for health promotion and disease prevention...”

As the [Healthy People 2030 development process](#) is now underway to update national health objectives, the month seeks to "chart the course together" to ensure that breastfeeding is incorporated into all relevant areas of the public health agenda.

USBC will be publishing a #NBM17 **Discussion Guide**, to include prompts to spark dialogue on four "Foundation Health Measures" of Healthy People 2020. They are also hosting a Vlog party, inviting in video clips from partner organizations, and additional [advocacy activities](#).

Black Breastfeeding Week, August 25-31: Bet on Black, Nourishing our Families, Communities, and Futures

Taken from: blackbreastfeedingweek.org/ and www.facebook.com/BlackBreastfeedingWeek

The 5th Annual Black Breastfeeding Week is on its way. This year’s theme is #BetonBlack for #BBW17 because of how families and those who love and support them keep showing up and shining. That’s what Black Breastfeeding Week considers to be [#winning](#).

The top five reasons a [Black Breastfeeding Week is needed](#) are: 1) The high black infant mortality rate; 2) High rates of diet-related diseases; 3) Lack of diversity in lactation field; 4) Unique cultural barriers among black women; and, 5) Desert-like conditions in our communities. The signature event, [Baby Lift Up](#), is on August 26th at 2pmEST. Event ideas and registration are [here](#).

Thematic Relationship to HMBANA’s Goals

As developed in its strategic plan, HMBANA focuses its messaging efforts around donor milk equity by highlighting safety, science, and ethics and our belief in a world where all infants have access to human milk through breastfeeding support and use of donor human milk. We advocate an ethically sourced and equitably distributed supply of donor human milk, set guidelines and practices, and accredit member nonprofit milk banks.

The intersection between the nonprofit donor milk movement and this year’s themes for World Breastfeeding Week, National Breastfeeding Month, and Black Breastfeeding Week centers around equity while clearly touching on other themes, such as ecology, economy, data collection, improving infant mortality rates in communities of color, and more.

Both the United Nations Sustainable Development Goals (as per WBW) and Healthy People 2020 (as per NBM) include a focus on breastfeeding as a physical determinant for infant and child health. The Black Breastfeeding Week campaign of #BetonBlack touches on HMBANA’s ongoing campaign to broaden access to human milk to all babies.

What Milk Banks Can Do

There are a variety of ways that milk banks can participate in the upcoming activities. These include: posting and cross-posting among milk banks and partner agencies, blogging on topics that relate to the above themes, tagging partners in tweets and posts, encouraging donors and recipients to share their stories, and attending local events.

Generously, Northwest Mothers Milk Bank has created a special graphic to help increase engagement on Facebook by allowing milk bank supporters to change their profile frame to highlight their involvement with milk banking. The frames are being created without logos or branding so that all milk banks can use the frames at will. More information from NWMBB is forthcoming. Thank you NWMBB!

Hashtags and Tags

This year's campaign hashtags are #WBW2017, #NBM17, #BBW17 and #BetonBlack.

Ongoing hashtags that are useful for HMBANA related messaging include:

#HMBANA
#MilkBanks
#MilkBanking
#NonProfitDonorMilk
#MilkDonor
#DonorMilk
#HumanMilk
#DonorMilkEquity

Related Tags

@GoHealthyPeople – Healthy People 2020 (2030)
@GlobalGoalsUN – UN's Sustainable Development Goals
@WABASecretariat – World Alliance for Breastfeeding Action
@USBreastfeeding – US Breastfeeding Committee
@BlkBfgWeek – Black Breastfeeding Week

Sample Tweets

- @hmbana4babies, sets standards and accredits us to ensure equity and access for all infants in need. #NonProfitDonorMilk #WBW2017
- #WBW2017 #BBW17 – Let's ensure #donormilkequity and #breastfeeding sustainability - access to safe human milk for all infants in need. (Think about tagging a local partner here)
- #NBM17 @GoHealthyPeople – Talk about data, 5.2 MILLION ounces of #nonprofitdonormilk distributed in 2016. Countless lives affected. (You could fill in your own mb's ounces here)

Images available

[HMBANA 5.2 Million Ounces Distributed 2016: HMBANA Strong](#)

[HMBANA Total Annual Distribution](#)

[WBW2017 Logo in English](#)

[WBW2017 Logo in French](#)

[WBW2017 Logo in Spanish](#)

[BBW17 Logo](#)

Resources

[Downloads from WABA](#)

[English Action Folder](#)

[French Action Folder](#)

[Spanish Action Folder](#)