



2017 World Day of Human Milk Donation (#MilkDonationDay) Media Resource

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

About the Day

World Day of Human Milk Donation has increasingly become a day to highlight the importance of nonprofit donor milk by focusing on common themes related to donor milk equity and the healing power of human milk as medicine. Held on May 19th, the day first started in 2004 by Brazil's [Human Milk Bank Network](#) as a national day, it was then broadened into a world day in 2010. The date was selected to commemorate the signing of an agreement that helped create the network of milk banks in Central and South America.

Common Themes

There is no agreed upon theme for 2017, however, some common themes that milk banks have stressed over the years include the following:

- Thanking donors for their efforts ([2017 Post by European Milk Bank Association](#))
- Common questions and answers ([2016 Post by Mothers Milk Bank Northeast](#))
- The experience of donating ([2015 Post by Mothers Milk Bank of San Jose](#))
- “Give Milk, Life Thanks” ([2013 Brazilian Theme](#))

HMBANA generally 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.

Hashtags

The main hashtag to use this year is #MilkDonationDay.

We advise against including the year 2017 in the hashtag, right now, in order to gain traction with the hashtag that's already in use. This might change in future years.

Additional hashtags include:

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

Sample tweets and posts: Feel free to make your own!

Happy #MilkDonationDay! Our milk bank is proud to share in elevating awareness of #donormilkequity and #nonprofit milk banking.

To our sister @hmbana4babies #milkbanks – Happy #MilkDonationDay! Celebrate #humanmilk as medicine.

To our friends providing #donormilk to babies in need, happy #MilkDonationDay. Serving babies equitably. That's what we're all about.

Related Partner Highlight: Best for Babes Miracle Milk Campaign in May

The 2017 Miracle Milk™ campaign is bringing it back to the basics with a grassroots effort to share the power of Miracle Milk™ in your community. Throughout the month of May, we encourage you to get together with other mothers in your area and talk about your breastfeeding relationships, talk about your goals and how you achieved them. Share your story with other parents in your community and help new families find their way. Have a Miracle Milk™ story that needs to be shared? Share a picture, video, and your story on our Facebook page and maybe YOU will be contacted for an interview and a blogpost! <https://www.facebook.com/events/1318390414865108/>

Images available

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

Additional images will be posted to [HMBANA's Facebook page](#) on or around Friday, May 19th. For questions or to request recent HMBANA images that are Facebook and Instagram ready, please contact Sybil Sanchez, Marketing Strategist, at sybil@hmbana.org.