

## August 2024 Social Media Messaging - English

The following visuals and copy can be used by WIC staff for any outreach purposes, including posting to social media pages. Feel free to edit the copy and website or contact information to make it specific to your clinic.

Hashtags and suggested posting dates are optional, observance day posts can be shared anytime by editing the suggested captions to fit your clinic's needs.

You can download high-resolution versions of the graphics and short video [here](#). Please reach out to us at [campaign@nwica.org](mailto:campaign@nwica.org) if you have any questions!

### 1. World Breastfeeding Week (August 1-7)

This #WorldBreastfeedingWeek, let's appreciate breastfeeding parents and ensure they get the support they need! 💖

No matter where they are, breastfeeding parents have the right to respectful breastfeeding support. Those participating in WIC can access free lactation support such as peer counselors and #IBCLCs (International Board-Certified Lactation Consultants) from the program. This year's theme is *Closing the Gap, Breastfeeding Support for All*. 🗣️

Get breastfeeding support from #WIC by finding a local clinic near you at [www.signupwic.com](http://www.signupwic.com)

#HealthyStartsHere #BreastMilk #BreastFedBaby #TogetherForMoms #IBCLC  
#BreastFeedingPeerCounselor #WICPeer



### 2. Indigenous Milk Medicine Week (August 8-14)

#IndigenousMilkMedicineWeek was created in 2019 by the Indigenous Milk Medicine Collective to encourage and uplift the diversity of Indigenous lactating experiences. This year's theme is Mind. Body. Milk Medicine. 💖

Get breastfeeding support from #WIC by finding a local clinic near you at [www.signupwic.com](http://www.signupwic.com)

#HealthyStartsHere #BreastMilk #BreastFedBaby



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### 3. Asian American Native Hawaiian & Pacific Islander Breastfeeding Week (August 15-21)

Asian American, Native Hawaiian, and Pacific Islander Breastfeeding Week's (#AANHPIBreastfeedingWeek) mission is to decrease inequities and normalize lactation in AANHPI communities by improving education and support practices. ❤️

Get breastfeeding support from #WIC by finding a local clinic near you at [www.signupwic.com](http://www.signupwic.com)

#HealthyStartsHere #AANHPIBreastfeedingWeek #BreastMilk #BreastFedBaby



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### 4. Black Breastfeeding Week (August 25-31)

It's #BlackBreastfeedingWeek, this week was developed as a response to the high black infant mortality rate, the lack of diversity in the lactation field, and unique cultural barriers among Black women, and shines a light on efforts and initiatives that support breastfeeding among Black families.

This year's theme is: *Listen Up! Reclaiming Our Narrative & Centering Our Stories for Breastfeeding Justice.*

Get breastfeeding support from #WIC by finding a local clinic near you at [www.signupwic.com](http://www.signupwic.com)

#HealthyStartsHere #BreastMilk #BreastFedBaby



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### 5. Semana de La Lactancia Latina (September 5-11)

This week marks the annual #SemanaDeLaLactanciaLatina, we're proud to support Latina breastfeeding parents across the US with WIC food packages specific to breastfeeding parents, peer support, breastfeeding counseling, and more! This year's theme is *Reclamando Nuestra Cultura Por Medio de la Lactancia* ❤️

Get breastfeeding support from #WIC by finding a local clinic near you at [www.signupwic.com](http://www.signupwic.com)

#HealthyStartsHere #BreastMilk #BreastFedBaby



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## 6. Workplace Lactation Week (September 1-7)

Every year in the first week of September, Workplace Lactation Week is celebrated. This year's theme, [Workplace Lactation Week: 2024 Theme: Policy to Practice: Making Lactation Support a Reality](#), highlights the incredible progress made in recent years, with three major federal laws—the PUMP Act, Pregnant Workers Fairness Act, and updated Title IX Regulations—now in place to protect and support nursing mothers and parents in the workplace and in education.



WIC supports lactation in the workplace by providing breast pumps, peer counselors, IBCLCs and other types of support to program participants. Get breastfeeding support from #WIC by finding a local clinic near you at [www.signupwic.com](http://www.signupwic.com).

#HealthyStartsHere #BreastMilk #BreastFedBaby

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## 7. Breastfeeding Support – Dads & Partners

Breastfeeding is a family affair and dads & partners play an important role in supporting their breastfeeding partner! 🧡

Learn more about how dads & partners can play a role in breastfeeding before baby arrives, at the hospital or birthing center, and at home by clicking the link in our bio for free digital resources! ✨

#HealthyStartsHere #NationalBreastfeedingMonth #BreastMilk #BreastFedBaby #Dads #Partners



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## 8. Breastfeeding Support – General

It's #WorldBreastfeedingWeek 🌍 Did you know that #WIC can help answer your questions, offer education, and give advice to support your breastfeeding journey? 🙋

Get started by visiting [www.signupwic.com](http://www.signupwic.com) to find a clinic near you, for free breastfeeding digital resources click the link in our bio! ✨

#HealthyStartsHere #NationalBreastfeedingMonth #BreastMilk #BreastFedBaby



## 9. Instagram Live Event Promotion – WIC Breastfeeding Benefits

Want to learn more about how WIC can support you on your breastfeeding journey? 😞

Tune into our Instagram Live event on Wednesday, August 7th at 8 pm ET to hear from a WIC breastfeeding peer counselor and a staff person about the breastfeeding benefits the program has to offer!

Can't make it? Stay tuned for another WIC Breastfeeding IG live next Wednesday at the same time! ✨

#HealthyStartsHere #NationalBreastfeedingMonth #BreastMilk #BreastFedBaby



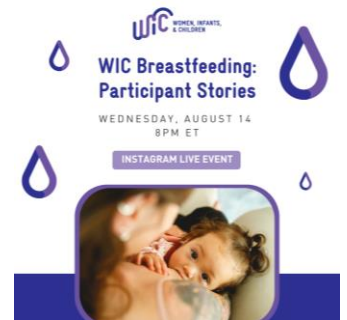
## 10. Instagram Live Event Promotion – WIC Breastfeeding Participant Stories

Curious about joining WIC to get support with breastfeeding but want to know more about the participant experience first? 😞

Tune into our Instagram Live event on Wednesday, August 14th at 8 pm ET to hear from several WIC participants as they share their breastfeeding experiences!

Not able to join? Stay tuned for another WIC Breastfeeding IG live next Wednesday at the same time! ✨

#HealthyStartsHere #NationalBreastfeedingMonth #BreastMilk #BreastFedBaby



## 11. Instagram Live Event Promotion – WIC Breastfeeding Live Q+A

Do you have questions about WIC breastfeeding services but are not sure what or who to ask? We've got you covered! 🙋

Tune into our Instagram Live event on Wednesday, August 21st at 8 pm ET to get your questions about WIC breastfeeding support answered by the experts during a live Q+A!

Haven't seen our past IG lives or can't make this one? You can watch our WIC Breastfeeding IG live series on our Instagram Reels! ✨



#HealthyStartsHere #NationalBreastfeedingMonth #BreastMilk #BreastFedBaby

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## 12. Breastfeeding Fun Fact

Breastfeeding provides benefits for both the breastfeeding parent and baby! 🧑🍼

The skin-to-skin contact from breastfeeding can improve your mental health by increasing oxytocin, a feel-good hormone that can help you bond with your baby and help you feel calm. 😌❤️

#HealthyStartsHere #NationalBreastfeedingMonth #BreastMilk  
#BreastFedBaby



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## 13. [Video of the Month: The Secret Ingredient Campaign \(Short Video for TikTok and Instagram Reels\)](#)

Breast milk is rich in vitamins, minerals, and nutrients that help your baby grow healthy and strong. Any amount of breast milk that you can give your baby is amazing! 🧑🍼

WIC can provide support and resources for you as you start your breastfeeding journey! ❤️

Watch the full video at

#HealthyStartsHere #NationalBreastfeedingMonth #WIC #Breastfeeding #BreastFedBaby  
#BlackBreastfeedingWeek #MomsofTikTok #MomLife