



Communications Plan – Breastfeeding Awareness Month

Updated: 07/05/2023

OVERALL COMMS GOALS

- Increase general breastfeeding awareness
- Increase breastfeeding awareness among key populations

TARGET AUDIENCES

- Soon-to-be mothers
- Mothers who breastfeed
- Mothers who formula feed

STRATEGY

- Leverage key dates
 - August 1-7: World Breastfeeding Week
 - August 7-11: Emergency Prep
 - August 14-18: Empowerment
 - August 21-25: ESL

OVERALL KEY MESSAGES

- August is Breastfeeding Awareness Month, an opportunity to provide extra promotion of resources and support to ensure that all families have the opportunity to breastfeed.
- Breastfeeding is a natural and beneficial way to nourish and bond with your baby. It provides essential nutrients and antibodies that support their growth and development.
- Breastfeeding offers countless benefits for both mom and baby. Here are just a few:

- Optimal nutrition: Breast milk provides essential nutrients and antibodies for healthy growth and development.
- Bonding time: Breastfeeding promotes a special bond between mother and baby, fostering emotional connection.
- Health benefits: Breastfeeding reduces the risk of infections, allergies, and chronic diseases for both mom and baby.
- Cost-effective: Breast milk is always available and doesn't require preparation or sterilization.
- Natural contraception: Exclusive breastfeeding can delay the return of fertility.
- Breastfeeding is protected by law. Louisiana state law protects a mother's right to breastfeed her child in public places and provides workplace accommodations for breastfeeding employees.
- Support is essential for successful breastfeeding. Louisiana offers numerous resources, such as lactation consultants, support groups, and breastfeeding-friendly healthcare facilities, to assist mothers in their breastfeeding journey. Reach out for help and connect with other breastfeeding moms in your community.

EMPOWERMENT KEY MESSAGES:

- The World Alliance for Breastfeeding Action's World Breastfeeding Week theme is: **Empowering Parents Campaign- Enabling Breastfeeding- Making a difference for working parents.**
- The U.S. Breastfeeding Committee's National Breastfeeding Month theme is: **This is Our Why**
 - Both of these themes center on improving working conditions in support of breastfeeding individuals.
- These are some recently passed legislations to support working nursing moms:
 - [PUMP Act](#): Passed in Dec 2022 and effective in April 2023
 - [PWFA Act](#): Effective June 27, 2023
- Workplace challenges remain the most common reason for women to never breastfeed or stop breastfeeding earlier than recommended. The following talking points are geared to helping breastfeeding parents advocate for their rights:
 - Breastfeeding parents need adequate time and support to breastfeed.
 - Allowing telework options is ideal for the nursing parent, especially in the early stages of infancy up until 6 months.
 - Nursing parents should plan ahead for their lactation needs and/or accommodations at work and speak with their supervisor and/or Human Resource department in advance. There are legal protections that include break time and private space for expressing milk (pumping), certain accommodations related to your specific lactation needs, and protection from any employer retaliation, including termination.
 - The PUMP Act's protections means breastfeeding moms should feel empowered to have meaningful conversations with their employers about what they are entitled to.

- Nursing parents separated from infants generally need 2-3 pumping breaks within an 8 hour work day. Expressing breast milk or a pumping session typically will take 15-20 minutes, not including the time needed to assemble, disassemble pump, clean pump parts, store breast milk, etc. Failure to remove milk efficiently can lead to pain, lower milk supply, breast infections and other complications which may result in absences from work due to illness or the need to visit and medical provider for care.
- A private clean space is needed for pumping for the nursing parent. The space should not be an unsanitary place such as a restroom. Recommendations include a room with door locks, window coverings, electrical outlet, chair and table / desk with flat surface for pump and equipment, and close proximity to clean running water to wash pump parts.
- Breastfeeding provides numerous health related benefits to both infant and mother which often means fewer absences from work.
- Nursing parents should plan ahead for their lactation needs and or accommodations at work.
- Free legal help can be found: [Get Help - A Better Balance](#) or 1-833-NEED-ABB.

ESL KEY MESSAGES:

- The LA WIC program offers breastfeeding support for both English and Spanish speaking participants. We offer a Virtual Breastfeeding Support Group in Spanish called Café Con Leche that takes place once a month.
- The WIC program does not require proof of citizenship or any kind of formal migratory status to qualify for any services, including breastfeeding services.
- Different languages are accommodated in our WIC clinics through the use of Language Line, which is an over the phone translation service. This service is no charge to participants, and can be used either in-person or over the phone. Call your local WIC clinic today to see how we can accommodate you in order to receive WIC food and breastfeeding benefits.
- WIC participants have access to the Pacify app, available in Spanish. This FREE app offers on demand breastfeeding support available 24/7. There are no appointments required, and you can call as often as you need to. Check out our website for more details.
- WIC isn't just breastfeeding resources. Shopping with WIC is as simple as using a debit card at the grocery store checkout.
 - Your WIC food benefits come on your own personal WIC card, which can be used at any participating grocery store. A map of all participating WIC stores in New Orleans, and all over Louisiana, can be found on our website.
 - You can even use your WIC card at self-checkout lanes at participating stores.

- Don't forget to use your WIC EBT card before using your SNAP card. We want you to get the most out of your benefits, and by using your WIC card first, you can save more of your SNAP benefits, while still taking advantage of all your WIC approved foods.
- Louisiana WIC has Spanish speaking Breastfeeding Peer Counselors to assist you and provide support during pregnancy and your breastfeeding journey. Do you have questions and would like to speak with a breastfeeding peer counselor? Please email BFPCReferrals@la.gov or call 225-922-2276.

RESOURCES:

- Louisiana WIC Program: <https://louisianawic.org>
- Louisiana Breastfeeding Coalition: <http://www.louisianabreastfeeding.org/>
- WIC Breastfeeding Peer Counselors: <https://wicbreastfeeding.fns.usda.gov/get-support-wic>
- The Gift: <https://thegiftla.org/>

TACTICS

AUDIENCE	TACTIC	RESPONSIBILITY	PURPOSE/NOTES	DISTRIBUTION DATES	STATUS
EMT, BMAC	Talking Points	Emergency prep: Marci Empowerment: Tara ESL: WIC	Talking points for RMDs, EMT and SMEs	Give to BMAC: July 16	Complete
#TeamLDH	Secretary's Message	BMAC: Eli	-Announcing observance -Provide key messages -Direct to resources	August 7 (Monday), 9 a.m.	Complete
Media	Press Release	BMAC: Eli	-Announcing observance -Provide key messages -Direct to resources This is last year's release	August 7 (Monday), 9:30 a.m.	Complete

#TeamLDH	LDH Today	BMAC: Eli		August 9 (Wednesday)	Complete
General Public	Social Media: - graphics - plan	BMAC: Eli	Post 2 graphics per week Week 1: Emergency Prep Week 2: Empowerment Week 3 ESL	August 7-11: Emergency Prep August 14-18: Empowerment August 21-25: ESL	Complete