



# AUGUST 2018

## FACEBOOK POSTS

### August 1

World Breastfeeding Week is August 1-7! Breastfeeding gives a foundation of lifelong health for babies and mothers.  
[www.worldbreastfeedingweek.org](http://www.worldbreastfeedingweek.org)



**WORLD BREASTFEEDING WEEK 2018 • SPECIAL ANNOUNCEMENT**



**BREASTFEEDING  
Foundation of Life**  
WABA | WORLD BREASTFEEDING WEEK

In a world filled with inequality, crises and poverty, breastfeeding is the foundation of lifelong good health for babies and mothers. We are excited to announce the slogan of World Breastfeeding Week (WBW) 2018:

**BREASTFEEDING: Foundation of Life**

Breastfeeding prevents hunger and malnutrition in all its forms and ensures food security for babies, even in times of crises. With no additional burden on household income, breastfeeding is a low-cost way of feeding babies and contributes to poverty reduction. Nutrition, food security and poverty reduction are fundamental to achieving the United Nation's Sustainable Development Goals.

**Objectives of #WBW2018**

			
<b>INFORM</b> people about how breastfeeding is linked to nutrition, food security and poverty reduction	<b>ANCHOR</b> breastfeeding within the nutrition, food security and poverty reduction agenda	<b>ENGAGE</b> with individuals/organisations working on these issues	<b>GALVANISE</b> action to advance breastfeeding as part of nutrition, food security and poverty reduction strategies

We all have an important role to play in ensuring the growth, development and survival of children around the world.

Stay connected for more updates on <http://worldbreastfeedingweek.org>

### August 2



**Immunize Kansas Coalition**  
August 2 · 🌐

Checking off your to-do list before the kids head back to school? Remember to get everyone in your family up to date on their vaccines.  
[www.immunizekansascoalition.org/parents.asp](http://www.immunizekansascoalition.org/parents.asp) #NIAM18

### August 3

"..Evidence for the health advantages of breastfeeding and recommendations for practice have continued to increase. World Health Organization (WHO) can say with full confidence that breastfeeding reduces child mortality and has health benefits that extend into adulthood." As part of #WBW18 read more at [www.who.int/maternal\\_child\\_ad.../.../nutrition/breastfeeding/en/](http://www.who.int/maternal_child_ad.../.../nutrition/breastfeeding/en/).



WHO.INT

### WHO | Breastfeeding

Over the past decades, evidence for the health advantages of...

### August 6

Did you know you can help protect your baby from whooping cough before they're even born by getting a Tdap vaccine when you're pregnant? Talk to your doctor or midwife, and visit: <http://go.usa.gov/ch7Vd>



Vaccines can  
help keep you  
and your growing  
family healthy.

**PROTECT YOURSELF**  
*and pass protection on to your baby.*

## August 7

It's Farmers Market Week! Find a farmers market near you and enjoy the healthy benefits.

To search for a local farmers market see <https://bit.ly/228MqCH>.



## August 10

Results of CDC's 2016-2017 Internet panel survey of pregnant women

### Half of pregnant women protect themselves and their babies against flu. Time to bump it up!



**With only half of pregnant moms getting their flu shot, too many remain unprotected.**

Flu shots help protect pregnant women and their babies from potentially serious flu illness during and after pregnancy.

During the 2016-2017 flu season, an estimated 50%\* of pregnant women in the U.S. protected themselves and their babies from flu by getting a flu shot. While this is a significant improvement since the years before the 2009 pandemic, about half of pregnant women and their babies, still remain unprotected from influenza.

**We can do better.** All pregnant women need flu shots to protect themselves and their babies.

**Influenza vaccination coverage among pregnant women aged 18-49 years\*\***

Influenza season	Vaccination coverage (%)
2011	45
2012	48
2013	50
2014	52
2015	50
2016	48
2017	50

**If you're pregnant, a flu shot:**

- is recommended at any time during your pregnancy
- can reduce your risk of getting sick from flu
- can protect your baby from flu for several months after birth

**Pregnant women also need a whooping cough (Tdap) shot. Talk to your doctor.**

**Get vaccinated to protect yourself and your baby.**

[www.cdc.gov/flu/protect/vaccine/pregnant.htm](http://www.cdc.gov/flu/protect/vaccine/pregnant.htm)

NCIRDg789 | 10/25/17 \*<https://www.cdc.gov/flu/protect/vaccine/pregnant-women-nac2016.htm> \*\*Sources: 2007-2010 BRFSS, 2010-11-2016-17 Internet Panel Survey.

### Immunize Kansas Coalition

August 9 · 🌐

Pregnant or planning to become pregnant? A flu vaccine is safe and very important to protect yourself and pass protection on to your baby. <http://go.usa.gov/chsgV> #NIAM18

**August 13**

“Is it okay to delay a few of my baby’s vaccines, if I plan to get them all eventually?”

“Does breastfeeding provide full protection against vaccine preventable diseases?”

It’s normal to have questions about vaccines, get answers to your common questions:

[www.cdc.gov/vaccines/parents/parent-questions.html](http://www.cdc.gov/vaccines/parents/parent-questions.html)



Vaccines give parents the safe, proven power to protect their children.



**A HEALTHY START**  
*begins with on-time vaccinations.*

**August 14**

Learn more about how your family can shop smart, cook healthy and eat right this #KidsEatRight Month! These tips are especially helpful for parents and families: <http://sm.eatright.org/KERMpk> #KERmonth

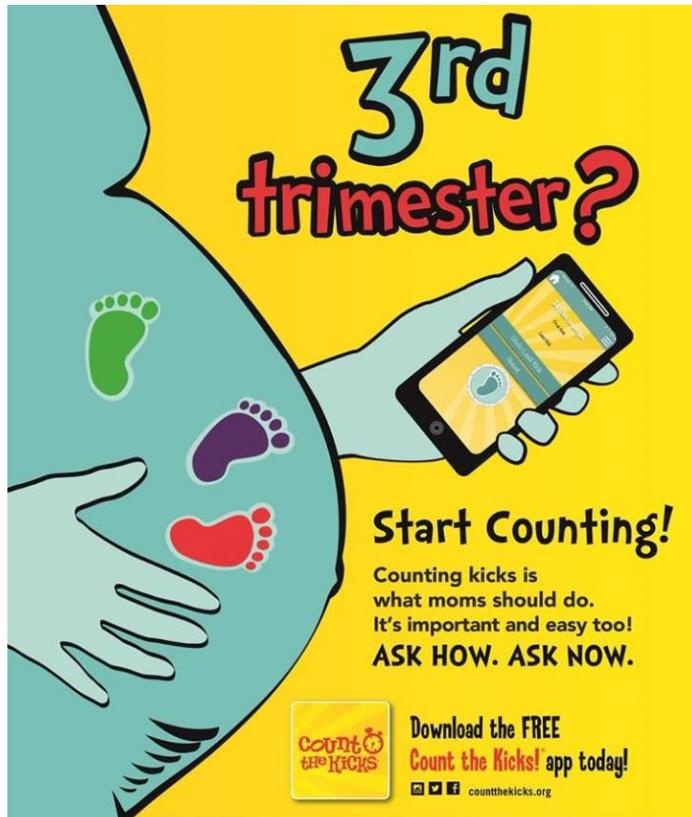


EATRIGHT.ORG

**Kids Eat Right Month: Resources for Parents and Kids**

Learn more about how your family can shop smart, cook healthy and eat...

August 15



**3rd trimester?**

**Start Counting!**

Counting kicks is what moms should do. It's important and easy too!  
**ASK HOW. ASK NOW.**

Download the **FREE** **Count the Kicks!** app today!

[counthekicks.org](http://counthekicks.org)

©2018 Healthy Birth Day  
Count the Kicks is a campaign of Healthy Birth Day, Inc., a 501(c)(3) organization dedicated to the prevention of stillbirth and infant death through education, advocacy and support.  
This information is for educational purposes only and is not meant for diagnosis or treatment.  
Use of this information should be done in accordance with your healthcare provider.



**Kansas Department of Health and Environment**

August 15 · 🌐

Effective Stillbirth Prevention Campaign Launches in Kansas

"Count the Kicks" goal is to save 60 Kansas babies every year, reduce stillbirth rate by 26 percent

<http://bit.ly/2KVhJ7I>

Kansas Maternal & Child Health

Count the Kicks

August 16

A balanced diet is a cornerstone of health. Women should enjoy a variety of healthful foods from all of the food groups, including whole grains, fruits, vegetables, healthy fats, low-fat or fat-free dairy and lean protein. But women also have special nutrient needs, during each stage of life.

[www.eatright.org/.../dietary-guideli.../healthy-eating-for-women](http://www.eatright.org/.../dietary-guideli.../healthy-eating-for-women)



EATRIGHT.ORG

**Healthy Eating for Women**

A balanced diet is a cornerstone of health and women have special...

August 21

You have the power to assist a friend in need of mental health help! If you start with calm honesty and end with encouragement, you can be the difference for someone you care about. Learn more about Mental Health First Aid USA. <https://bit.ly/2laNIF5>

# SEVEN SUPER SKILLS

TO HELP A FRIEND IN NEED

**CALMNESS**  
COMFORTS YOUR FRIEND IN A TIME OF A NEED

**HONESTY**  
ENCOURAGES YOUR COMPADRE TO TRUST YOU

**NON-JUDGMENTAL ATTITUDE**  
CREATES A SAFE SPACE FOR YOUR CHUM

**EMPATHY**  
SHOWS THAT YOU REALLY CARE

**RESOURCEFULNESS**  
GIVES YOUR BUDDY IDEAS ON WHERE TO GET HELP

**REASSURING**  
MAKES YOUR AMIGO FEEL LIKE THINGS ARE GOING TO BE OK

**ENCOURAGING**  
HELPS YOUR MATE GET HELP AND SUPPORT

**OK**

[www.MentalHealthFirstAid.org](http://www.MentalHealthFirstAid.org)

Created by the National Council for Behavioral Health, 2016