



AUGUST IS

NATIONAL BREASTFEEDING MONTH

#WBW2024 #WABA #ClosingtheGap #BreastfeedingSupportForAll #SDGs

#WorldBreastfeedingWeek2024 #WarmChain #Breastfeeding #BuildingBackBetter

BREASTFEEDING BENEFITS EVERYONE

In August we celebrate breastfeeding and breastfeeding awareness. Providers play a pivotal role in educating and supporting breastfeeding efforts within their networks.

Workplace challenges remain the most common reason for women to never breastfeed or to stop breastfeeding earlier than recommended.¹

Breastfeeding benefits mothers, infants, employers and society. While providers and patients are likely aware of the many benefits of breastfeeding, it is important to encourage breastfeeding through policies, like the PUMP ACT for Nursing Mothers.

The U.S. Dietary Guidelines for Americans recommend that infants be exclusively breastfed for about the first six months.² The American Academy of Pediatrics and the World Health Organization also recommend exclusive breastfeeding for about the first six months, with continued breastfeeding along with introducing appropriate complementary foods for up to two years of age or longer.^{3,4}

BENEFITS TO INFANTS

Infants who are breastfed have a lower risk of:

- Asthma
- Obesity
- Type 1 Diabetes
- Severe Lower Respiratory Disease
- Acute Otitis Media (Ear Infections)
- Sudden Infant Death Syndrome (SIDS)
- Gastrointestinal Infections (Diarrhea/Vomiting)
- Necrotizing Enterocolitis (NEC) for Preterm Infants

BENEFITS TO EMPLOYERS⁶

- Lower health care costs.
- Lower absenteeism rates.
- Higher retention rates.

BENEFITS TO MOTHERS⁵

Mothers who breastfeed their infants have a lower risk of:

- Breast Cancer
- Ovarian Cancer
- Type 2 Diabetes
- High Blood Pressure

BENEFITS TO SOCIETY⁷

- Breastfeeding saves lives.
- Breastfeeding saves money.
- Breastfeeding is better for the environment. Breastmilk is a renewable resource that comes packaged and warmed.

OVER 90% OF FAMILIES IN KANSAS CHOOSE TO BREASTFEED! HOW ARE YOU SUPPORTING THEM?

Call to Action:

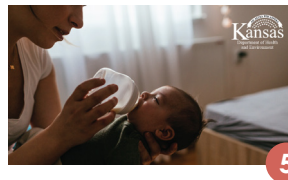
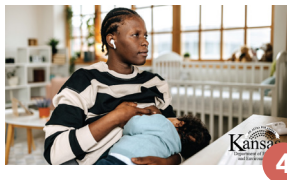
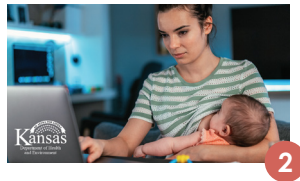
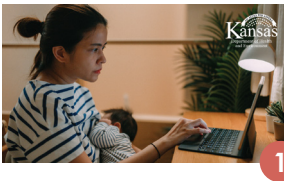
- Make sure that breastfeeding is promoted and supported at every visit to a hospital, health department, clinic, or doctor's office. Become a "[Breastfeeding Friendly Local Health Department](#)" or take the "[Breastfeeding-Friendly Self-Assessment](#)" to determine ways to strengthen your support.
- Make sure communities and hospitals support and help mothers who want to breastfeed. Is your local hospital recognized as "[High 5 for Mom & Baby Premier?](#)"
- Promote changes to health care systems that make it easier for women to start and keep breastfeeding – See the [KPQC's Fourth Trimester Initiative](#).
- Support efforts to teach mothers and their families about the benefits of breastfeeding – Offer "[Becoming a Mom](#)" in your community or direct families to [online prenatal breastfeeding classes](#).



RESOURCES

- Weekly Themes and Resources⁸:
 - Week 1 (August 1-7): [World Breastfeeding Week & National WIC Breastfeeding Week](#)
 - Week 2 (August 8-14): [Indigenous Milk Medicine Week](#)
 - Week 3 (August 15-21): [Asian American Native Hawaiian and Pacific Islander Breastfeeding Week](#)
 - Week 4 (August 25-31): [Black Breastfeeding Week](#)
 - Week 5 (September 1-7): [Workplace Lactation Week](#)
 - Week 6 (September 3-9): [Semana de La Lactancia Latina](#)
- [Kansas Breastfeeding Coalition](#)
- [KDHE Breastfeeding Toolkit](#)
- [KDHE Perinatal Mental Health Toolkit](#)
- [Perinatal Psychiatric Provider Consult Line](#)
- [World Breastfeeding Week 2024 Social Media Toolkit](#)

SOCIAL MEDIA POSTS



Post 1

Workplace challenges remain the most common reason for women to never breastfeed or to stop breastfeeding earlier than recommended. Protect and promote policies that support breastfeeding. Learn more at usbreastfeeding.org/national-breastfeeding-month.html #WBW2024 #WABA #ClosingtheGap

Los desafíos en el lugar de trabajo siguen siendo la razón más común para que las mujeres nunca amamanten o dejen de amamantar antes de lo recomendado. Proteger y promover políticas que apoyen la lactancia materna. Obtenga más información en: usbreastfeeding.org/national-breastfeeding-month.html #WBW2024 #WABA #ClosingtheGap

Post 2

Policies that support breastfeeding mothers are good for the economy. Employers benefit from having a more contented and productive workforce due to less employee absenteeism, increased loyalty and less staff turnover. Parental protection and other workplace policies can enable women to combine breastfeeding with paid work. Learn more at usbreastfeeding.org/national-breastfeeding-month.html #SDGs #WorldBreastfeedingWeek2024 #WarmChain

Las políticas que apoyan a las madres que amamantan son buenas para la economía. Los empleadores se benefician de tener una fuerza laboral más satisfecha y productiva debido a un menor ausentismo de los empleados, una mayor lealtad y una menor rotación de personal. La protección de los padres y otras políticas en el lugar de trabajo pueden permitir que las mujeres combinen la lactancia con el trabajo remunerado. Obtenga más información en: usbreastfeeding.org/national-breastfeeding-month.html #SDGs #WorldBreastfeedingWeek2024 #WarmChain

Post 3

Breastmilk is a natural, renewable food that is environmentally safe: produced and delivered without pollution, packaging or waste. Learn more about supporting the global benefits of breastfeeding at usbreastfeeding.org/national-breastfeeding-month.html. #Breastfeeding #BuildingBackBetter

La leche materna es un alimento natural, renovable y seguro para el medio ambiente: producido y entregado sin contaminación, embalaje o residuos. Más información sobre los beneficios globales de la lactancia materna en: usbreastfeeding.org/national-breastfeeding-month.html. #Breastfeeding #BuildingBackBetter

Post 4

Women need adequate time and support to breastfeed. Women with less than three months of paid maternity leave reported shorter breastfeeding duration than with those who had three or more months of leave. Learn more about supporting parents through policies at usbreastfeeding.org/national-breastfeeding-month.html. #Breastfeeding #BuildingBackBetter

Las mujeres necesitan tiempo y apoyo adecuado para amamantar. Las mujeres con menos de tres meses de permiso de maternidad retribuido declararon una menor duración de la lactancia que las que habían disfrutado de tres o más meses de permiso. Más información sobre el apoyo a los padres a través de las políticas en: usbreastfeeding.org/national-breastfeeding-month.html. #Breastfeeding #BuildingBackBetter

Post 5

Breastfeeding can be impacted by a number of factors. Find the support you need to breastfeed for as long as you would like. Talk with your health care providers about best practices and getting support. #WBW2024 #WABA #ClosingtheGap

La lactancia materna puede verse afectada por una serie de factores. Obtenga el apoyo que necesita para amamantar a su bebé todo el tiempo que usted quiera. Hable con sus proveedores de atención médica sobre las mejores prácticas y cómo obtener apoyo. #WBW2024 #WABA #ClosingtheGap

Post 6

Under the PUMP Act, breastfeeding workers have the right to reasonable break time and a place, other than a bathroom, that is shielded from view and free from intrusion to express breast milk while at work. This right is available for up to one year after the child's birth. For more information, including contact information, visit dol.gov/agencies/whd/pump-at-work #SDGs #WorldBreastfeedingWeek2024 #WarmChain

En virtud de la Ley PUMP, la mayoría de las trabajadoras en período de lactancia tienen derecho a un tiempo de descanso razonable y a un lugar, que no sea un cuarto de baño, protegido de la vista y libre de intrusiones para extraerse la leche materna mientras están en el trabajo. Este derecho está disponible hasta un año después del nacimiento del niño. Para obtener más información, incluida la información de contacto, visite: dol.gov/agencies/whd/pump-at-work #SDGs #WorldBreastfeedingWeek2024 #WarmChain



1. worldbreastfeedingweek.org/
2. dietaryguidelines.gov/sites/default/files/2020-12/Dietary_Guidelines_for_Americans_2020-2025.pdf#page=65
3. publications.aap.org/pediatrics/article/150/1/e2022057988/188347/Policy-Statement-Breastfeeding-and-the-Use-of?searchresult=1?autologincheck=redirected
4. who.int/health-topics/breastfeeding
5. cdc.gov/nutrition/infantandtoddlernutrition/breastfeeding/recommendations-benefits.html
6. womenshealth.gov/supporting-nursing-moms-work/what-law-says-about-breastfeeding-and-work/what-employers-need-know
7. womenshealth.gov/breastfeeding/making-decision-breastfeed
8. usbreastfeeding.org/national-breastfeeding-month.html