

August is National Breastfeeding Month!

2024 NBM Theme: Nourish, Sustain, Thrive



In recognition of National Breastfeeding Month (NBM), each August the United States Breastfeeding Committee hosts a social media advocacy and outreach campaign inviting member organizations, breastfeeding coalitions, partner organizations, and individuals to participate in online action and conversation about the policy and practice changes needed to build a landscape of support for babies and families.

The 2024 NBM theme, Nourish, Sustain, Thrive, will shine a light on why protecting, promoting, and supporting lactation is so important for the human life cycle, honor the incredible work that organizations are doing to make the world a little more friendly for new parents and families, and highlight how individuals, funders, and policymakers can contribute to a strong and sustainable lactation field. Visit the [USBC website](#) for more information.

Is your Child Care Facility Breastfeeding Friendly?

The choice to continue breastfeeding and providing human milk for a baby after mother returns to work is no longer a lifestyle choice but a health care decision; one that has lasting health benefits.

Providing a breastfeeding friendly atmosphere at your child care center or family day care home can encourage moms to continue breastfeeding after returning to work or school.

A facility that is Breastfeeding Friendly:

- Provides an atmosphere that welcomes and promotes breastfeeding as a normal method of feeding infants
- Helps mothers continue to breastfeed when they return to work or school
- Makes breastfeeding resources available to parents
- Feeds infants on cue and coordinates feeding times with parent's schedule
- Trains staff so they are able to support breastfeeding parents
- Has a written breastfeeding policy

For more information click [here](#).



Provider Spotlight: Plato's Playgrounds 2

Catherine Reno, Director

This Breastfeeding Friendly Child Care Facility in Orange City has created a comfortable and private environment for their breastfeeding mothers while also including practical elements, such as milk collection bags. It's an inspiring example of how you can incorporate this best practice into your facility so mothers will feel welcome to feed their infants and/or pump their breast milk!

