

A photograph of a woman with dark hair, wearing a light blue cardigan, breastfeeding her baby. The baby is wearing a white long-sleeved shirt. The woman is looking down at the baby with a gentle smile. The background is softly blurred, showing indoor plants and a window. The image is framed by blue and yellow wavy borders at the top and bottom.

Breastfeeding Awareness Month

— TOOLKIT —

— 2026 —

Table of Contents

Background 2

Purpose 2

Sample Social Media Posts 3

 August 1st – 7th World Breastfeeding Week, Awareness, & Empowerment.....3

 August 8th – 14th Indigenous Milk Medicine Week9

 August 15th – 21st Asian American Native Hawaiian and Pacific Islander (AANHPI) Week.....11

 August 25th – 31st Black Breastfeeding Week13

 September 1st – 7th Workplace Lactation Week.....15

 September 8th – 14th Latina/x Breastfeeding Week18

 Latinx Posts in English.....19

 Latina/x Posts in Spanish21

 Advocating for Breastfeeding23

Inclusive Language Guide.....26

Virtual Backgrounds27

Resource List.....28

 Parents28

 Employers29

References30

Background

Breastfeeding provides substantial health benefits for infants and their lactating parent. Breast milk is the optimal nutritious source for infants, containing antibodies and other immune factors that support the development of an infant's immune system. It can reduce the risk of short and long-term risks such as asthma, type 1 diabetes, sudden infant death syndrome (SIDS), ear infections, and stomach bugs (Centers for Disease Control and Prevention, 2026). Additionally, breastfeeding is beneficial for a mother's health by lowering the risk of ovarian cancer, type 2 diabetes, and high blood pressure. Furthermore, it also offers convenience for mothers, allowing them to feed their babies anywhere and anytime (Centers for Disease Control and Prevention, 2026).

The Centers for Disease Control and Prevention (CDC) and American Academy of Pediatrics (AAP) recommend exclusive breastfeeding for 6 months, then introducing foods supplementing breastfeeding until two years or beyond (Meek et al., 2022). Despite the benefits, less than 60% of parents report breastfeeding as long as intended. For example, 82.6% of infants born in Nevada during 2022 were ever breastfed, 55.7% were breastfed at 6 months, only 23.9% exclusively breastfed through 6 months, and 37.1% continued breastfeeding at 1 year (Centers for Disease Control and Prevention, 2025a). Several social and demographic factors make it harder for families to breastfeed and may lead to lower breastfeeding rates than the national recommendations. Specifically, non-Hispanic Black/African Americans are less likely to breastfeed than other races, and lower rates of breastfeeding are observed in younger mothers and those with lower education and income (Centers for Disease Control and Prevention, 2025b).

Purpose

Many social and demographic factors influence the duration of time a parent will breastfeed, such as parental leave, work policies, cultural norms, family support, education, and support by the medical system. While breastfeeding awareness is important year-round, for the month of August, we encourage you to promote breastfeeding awareness and education with your networks. These messages, links, and hashtags can be used as-is, or they can be customized in any way that works best for the needs of your community.

Get Involved!

Use the information in this toolkit to promote breastfeeding awareness through some of the ideas below:

- Post on social media platforms (don't forget to tag the organizations!)
- Review parent and employer resources to better understand the benefits, policies, and organizations supporting parental breastfeeding in Nevada
- Include the breastfeeding resources in emails and newsletters
- Use the virtual backgrounds during the month of August while in meetings and online discussions
- Print, post, or email the inclusive language table to help educate your community on breastfeeding inclusivity

Thank you and we hope this is a useful resource!



Sample Social Media Posts

August 1st – 7th

World Breastfeeding Week, Awareness, & Empowerment

August 1st – August 7th is World Breastfeeding Week, a global campaign established in 1992 to raise awareness about the importance of breastfeeding and strengthen support for breastfeeding families. The 2026 World Breastfeeding Week theme is “Breastfeeding for a Sustainable Start in Life: Strengthen What Works.”

While the majority of parents initiate breastfeeding immediately after birth, the rate drastically decreases after six months (Segura-Pérez et al., 2021). Barriers to breastfeeding include lack of social support, lack of knowledge, and lack of maternity leave laws and/or private lactation spaces. This section can be used to promote general breastfeeding awareness, increase knowledge, and support and empower both expecting and breastfeeding parents.



Facebook/Instagram

August 1st – August 7th is World #Breastfeeding Week. To learn about more ways to celebrate #WBW2026, follow the link: <https://worldbreastfeedingweek.org/>

X (Formerly Twitter)

August 1st – August 7th is World #Breastfeeding Week. Follow the link to learn more ways #WBW2026 can be celebrated: <https://worldbreastfeedingweek.org/>

Don't forget to tag the organization.

X (Formerly Twitter): @wabasecretariat

Instagram: @waba.wbw

Facebook: @waba.wbw

Inclusive Language Guide

Suggested Terms in Breastfeeding and Human Lactation

Facebook/Instagram

The Academy of Breastfeeding Medicine recognizes #breastfeeding as a human experience through the use of gender-inclusive language. To read the article, follow the link: <https://www.bfmed.org/assets/Gender%20Inclusive%20Statement.pdf>

X (Formerly Twitter)

The Academy of Breastfeeding Medicine recognizes #breastfeeding as a human experience through the use of gender-inclusive language. Follow the link to read the full article: <https://www.bfmed.org/assets/Gender%20Inclusive%20Statement.pdf>

Don't forget to tag the organization.

X (Formerly Twitter): @BFMedicine

Facebook: @BFMedicine



Facebook/Instagram

Did you know lead can sometimes pass into breast milk? Here's what parents should know:

👉 Lead can move into breast milk if a parent has been exposed – either recently (like from work, hobbies, or old house renovations) or years ago (since lead can be stored in bones and released during pregnancy and breastfeeding).

💚 Most parents can continue breastfeeding safely, even if they have some lead in their system. Healthcare providers should recommend regular blood lead tests for both the parent and baby to keep an eye on things.

🔍 If a parent's blood lead level is at or above 40 micrograms per deciliter, then healthcare providers should encourage pumping and discarding their milk until levels drop.

✗ It is not recommended to test breast milk for lead.

✦ Learn more about lead exposure prevention at nvcldppp.org

#BreastfeedingAwarenessMonth #LeadPrevention #LeadSafeFamilies
#PublicHealth

Don't forget to tag the organization

Instagram: @nvcldppp

Facebook: @nvcldppp



X (Formerly Twitter)

August 1st – August 7th is World #Breastfeeding Week. Did you know lead can sometimes pass into breast milk? Learn more about lead exposure prevention at nvcldppp.org

#BreastfeedingAwarenessMonth #LeadPrevention #LeadSafeFamilies
#PublicHealth

Don't forget to tag the organization.

Instagram: @nvcldppp

Facebook: @nvcldppp



Facebook/Instagram

There are so many benefits to #breastfeeding, such as immune support for both #parent and #baby and affordability. Follow the link to learn more about the benefits and importance of breastfeeding: <https://bit.ly/3aj60Cg>.

X (Formerly Twitter)

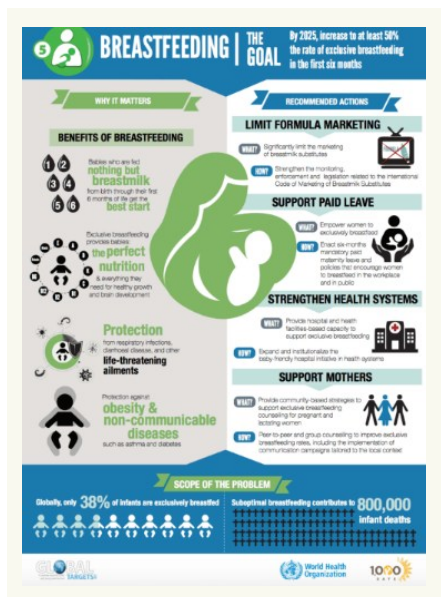
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Don't forget to tag the organization.

X (Formerly Twitter): @AmerAcadPeds

Instagram: @Ameracadpeds

Facebook: @American Academy of Pediatrics



Facebook/Instagram

In 2023, globally, only 48% of infants under 6 months of age were exclusively breastfed. Follow the link to learn more about the importance of #breastfeeding: <https://bit.ly/3ushNF0>.

X (Formerly Twitter)

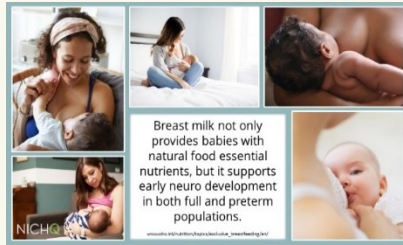
In 2023, globally, only 48% of infants under 6 months of age were exclusively breastfed. Click the link to learn more about the importance of #breastfeeding: <https://bit.ly/3ushNF0>.

Don't forget to tag the organization.

X (Formerly Twitter): @WHO

Instagram: @who

Facebook: @WHO



Facebook/Instagram

Parent's milk provides babies with the optimal nutrition necessary for adequate development. Follow the link to learn more about why parent's milk is best: <https://bit.ly/3OZGpNa>.

X (Formerly Twitter)

Parent's milk provides babies with optimal nutrition needed for development. Follow the link to learn more about why parent's milk is best: <https://bit.ly/3OZGpNa>.

Don't forget to tag the organization.

X (Formerly Twitter): @HopkinsMedicine

Instagram: @hopkinsmedicine

Facebook: @HopkinsMedicine



Facebook/Instagram

#Parents require a healthful, supportive environment that encourages #breastfeeding. Follow the link below to learn how you can support your lactating loved ones: <https://wicbreastfeeding.fns.usda.gov/>

X (Formerly Twitter)

#Parents require a healthful, supportive environment that supports #breastfeeding. Follow the link below to learn how you can support your lactating loved ones: <https://wicbreastfeeding.fns.usda.gov/>

Don't forget to tag the organization.

X (Formerly Twitter): @USDANutrition, @WIC

Instagram: @USDAgov, @WIC

Facebook: @U.S. Department of Agriculture, @WIC



Facebook/Instagram

The 10 Steps to Successful #Breastfeeding is what guides the Baby-Friendly Hospital Initiative. To learn more about the Initiative and about what baby-friendly hospitals are available near you, go to <https://www.babyfriendlyusa.org/>.

X (Formerly Twitter)

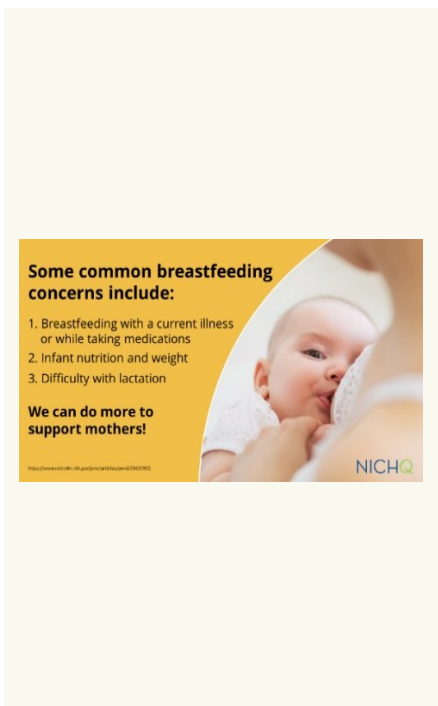
Learn more about the Baby-Friendly Initiative, Baby-Friendly hospitals in Nevada, and their role in #breastfeeding, go to <https://www.babyfriendlyusa.org/>.

Don't forget to tag the organization.

X (Formerly Twitter): @WHO

Instagram: @who

Facebook: @WHO



Facebook/Instagram

We can empower currently and expecting #parents with knowledge and provide them with the necessary environment to initiate and continue #breastfeeding.

Follow the link for info about common breastfeeding concerns:

<https://bit.ly/3nYT4ot>.

X (Formerly Twitter)

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Follow the link for info about common breastfeeding concerns:

<https://bit.ly/3nYT4ot>.

Don't forget to tag the organization.

X (Formerly Twitter): @womenshealth

Instagram: @womenshealthgov

Facebook: @HHSOWH



Facebook/Instagram

Breastfeeding is for anytime, anyplace. Follow the link to learn more about #breastfeeding in public with confidence: <https://bit.ly/300W07H>.

X (Formerly Twitter)

Breastfeeding is for anytime, anyplace. To learn more about #breastfeeding in public with confidence, follow the link: <https://bit.ly/300W07H>.

Don't forget to tag the organization.

X (Formerly Twitter): @USDANutrition

Instagram: @usdagov

Facebook: @U.S. Department of Agriculture



Facebook/Instagram

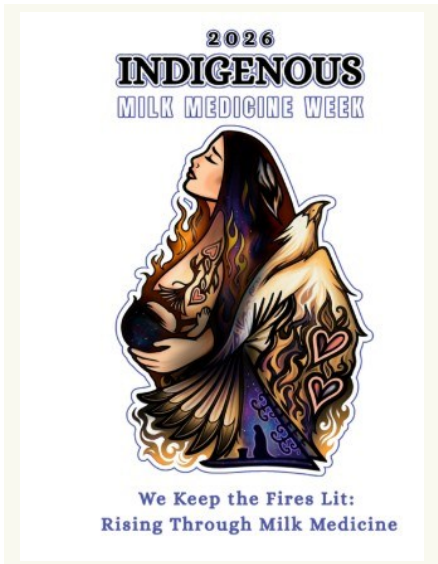
As your #baby grows, the amount they need to feed changes. Follow the link below to learn more about how much milk your baby will need over time while #breastfeeding: <http://bit.ly/3GuT7oL>.

X (Formerly Twitter)

As #parents #breastfeed, they might notice that their #babies need more and more milk. To learn more about #breastfeeding, follow the link below: <http://bit.ly/3GuT7oL>.

August 8th – 14th Indigenous Milk Medicine Week

August 8th – August 14th is Indigenous Milk Medicine Week. Indigenous Milk Medicine Week, formerly known as Native Breastfeeding Week, is observed to recognize breastfeeding as a traditional and sacred practice that nourishes both families and culture. The 2026 theme, “We Keep the Fires Lit: Rising Through Milk Medicine,” honors the strength, wisdom, and traditions passed from one generation to the next through Indigenous breastfeeding and community care. For many, parents’ milk is the foundation of reclaiming one’s indigenous identity, supporting generational healing, and strengthening food and body sovereignty. This section can be used to celebrate Indigenous Milk Medicine Week.



Facebook/Instagram

#IndigenousMilkMedicineWeek recognizes #breastfeeding as a traditional practice. Follow the link to gain insight into the indigenous perspectives of breastfeeding <https://www.indigenouismilkmedicinecollective.org/>

X (Formerly Twitter)

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Don't forget to tag the organization.

X (Formerly Twitter): n/A, @uslca

Instagram: @IndigenousMilkMedicineWeek, @uslca

Facebook: @IndigenousMilkMedicineWeek, @uslca



Facebook/Instagram

#Breastfeeding is a sacred practice during #IndigenousMilkMedicineWeek. Click the link to learn about the role of decolonized data in breastfeeding rates: <https://bit.ly/3yM3AWh>.

X (Formerly Twitter)

#IndigenousMilkMedicineWeek recognizes #breastfeeding as a sacred practice. To learn about the role of decolonized data in breastfeeding rates, follow the link: <https://bit.ly/3yM3AWh>.

Don't forget to tag the organization.

X (Formerly Twitter): n/A

Instagram: @IndigenousMilkMedicineWeek

Facebook: @IndigenousMilkMedicineWeek



Facebook/Instagram

Native Breastfeeding Week became #IndigenousMilkMedicineWeek three years ago. Click the link to listen to a podcast interview with the founder of Native Breastfeeding Week, now known as Indigenous Milk Medicine Week: <https://bit.ly/3yc9l8s>.

X (Formerly Twitter)

Native Breastfeeding Week became #IndigenousMilkMedicineWeek three years ago. Click the link to listen to a podcast interview with the founder of Native Breastfeeding Week, now known as Indigenous Milk Medicine Week: <https://bit.ly/3yc9l8s>.

Don't forget to tag the organization.

X (Formerly Twitter): n/A

Instagram: @IndigenousMilkMedicineWeek

Facebook: @IndigenousMilkMedicineWeek



Facebook/Instagram

Indigenous Milk Medicine Week honors breastfeeding as a sacred and traditional practice. Follow the link to learn more about to learn more about the importance of diversity in lactation assistance: <https://www.indigenousmilkmedicinecollective.org/milkmedicineweek>.

X (Formerly Twitter)

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X (Formerly Twitter): n/A

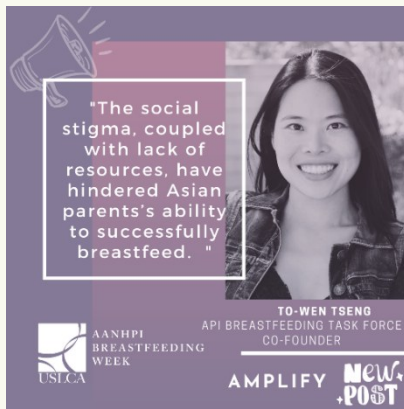
Instagram: @IndigenousMilkMedicineWeek

Facebook: @IndigenousMilkMedicineWeek

August 15th – 21st

Asian American Native Hawaiian and Pacific Islander (AANHPI) Week

August 15th – August 21st is Asian American Native Hawaiian and Pacific Islander Week. Asian American, Native Hawaiian, and Pacific Islander parents have higher breastfeeding initiation rates immediately after birth, but those rates decline after six months to a year of life. According to the CDC's 2020 Report Card, formula was supplemented earlier by Asian parents compared to Native Hawaiian/Pacific Islander parents (Segura-Pérez et al., 2021). Common barriers to breastfeeding amongst the AANHPI population include stigma and lack of social support. Studies have shown that a combination of interventions addressing both the social and medical aspects of breastfeeding has more effective outcomes. This section is focused on the cultural inclusivity of AANHPI parents, recognizing their unique experiences and learning new ways to support and uplift them.



Facebook/Instagram

To-Wen Tseng is the co-founder of the Asian and Pacific Islander #Breastfeeding Task Force (APIBTF). Follow the link to read her story and learn about the birth of the Task Force: <https://bit.ly/3NNAV7o>.

X (Formerly Twitter)

To-Wen Tseng is the co-founder of the Asian and Pacific Islander #Breastfeeding Task Force (APIBTF). Read her story by following the link below: <https://bit.ly/3NNAV7o>.

Don't forget to tag the organization.

X (Formerly Twitter): @USLCA

Instagram: @apibtf, @uslca

Facebook: @APIBTF, @USLCA



Facebook/Instagram

One of the barriers to #breastfeeding for the AANHPI community is cultural inclusion and humility. To access breastfeeding resources in various languages, follow the link: <https://uslca.org/amplify/aanhpi-breastfeeding-week-inviting-communities-to-tell-their-stories-in-their-own-words/>

X (Formerly Twitter)

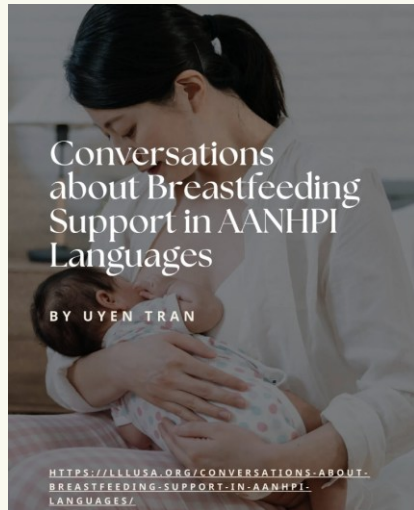
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Don't forget to tag the organization.

X (Formerly Twitter): @USLCA

Instagram: @apibtf, @uslca

Facebook: @APIBTF, @USLCA



Facebook/Instagram

The goal of AANHPI #Breastfeeding Week is to utilize education and resources to reclaim breastfeeding through the entire six months of a newborn's life. To learn more about common barriers to breastfeeding within the AANHPI community, follow the link: <https://bit.ly/3nH5Fwa>.

X (Formerly Twitter)

AANHPI #Breastfeeding Week utilizes education and outreach to reclaim breastfeeding for the first six months of a baby's life. Follow the link to learn about common barriers to breastfeeding within the AANHPI community: <https://bit.ly/3nH5Fwa>.



Facebook/Instagram

#Breastfeeding is the healthiest, most affordable, and accessible form of nutrition for babies. Follow the link to learn how to achieve equity in breastfeeding for all #parents: <https://bit.ly/3OR2Kgj>.

X (Formerly Twitter)

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Don't forget to tag the organization.

X (Formerly Twitter): @NaICHQassoc

Instagram: @NICHQassoc

Facebook: @NICHQAssoc

August 25th – 31st Black Breastfeeding Week

August 25th – August 31st is Black Breastfeeding Week, a time to celebrate Black families, recognize the importance of breastfeeding, and raise awareness of the unique challenges Black parents face in accessing breastfeeding support. The 2026 theme, “WE ALL WE GOT: 15 Years of Community, Care, and Collective Power,” celebrates 15 years of communities coming together to support Black families.

Breastfeeding initiation among non-Hispanic Black mothers continues to be lower than among many other racial and ethnic groups in the United States. The Centers for Disease Control and Prevention reported that 78% of Black infants were ever breastfed, compared with the overall national average of 86% (Centers for Disease Control and Prevention, 2025c). Common barriers to breastfeeding among the Black community include limited access to culturally responsive care, lack of social support, and systemic inequities. Studies have shown that social support and culturally appropriate education can have a significant impact on breastfeeding initiation and duration, especially when partners and family members are included in decisions to initiate, supplement, or cease breastfeeding (Gyamfi et al., 2021; Segura-Pérez et al., 2021). This section is focused on celebrating Black Breastfeeding Week by recognizing the unique experiences of Black families and sharing resources that help support and uplift Black parents.



Facebook/Instagram

In 2022, breastfeeding initiation/ever breastfeeding among African American mothers was 78%, one of the lowest rates across racial and ethnic groups. Parent's milk is essential for the optimal health of a developing infant. To learn more about WIC Breastfeeding Support, follow the link: <https://bit.ly/3utofM2>.

X (Formerly Twitter)

In 2022, breastfeeding initiation/ever breastfeeding among African American mothers was 78%, one of the lowest rates across racial and ethnic groups. . Parents' milk is essential for the development of healthy infants. To learn about WIC Breastfeeding Support, follow the link: <https://bit.ly/3utofM2>.

Don't forget to tag the organization.

X (Formerly Twitter): @USDANutrition, @BlkBfingWeek

Instagram: @usdagov, @BlkBfingWeek

Facebook: @U.S. Department of Agriculture, @BlackBreastfeedingWeek



U.S. DEPARTMENT OF AGRICULTURE
WIC BREASTFEEDING SUPPORT
LEARN TOGETHER. GROW TOGETHER.

Facebook/Instagram

The environment you live in has a massive impact on your baby's #breastfeeding habits. To learn more about #FirstFood Friendly neighborhoods, follow the link: <https://youtu.be/PCATxui5UbU>.

X (Formerly Twitter)

The environment you live in has a big impact on your baby's #breastfeeding habits. Follow the link to learn about #FirstFood Friendly neighborhoods: <https://youtu.be/PCATxui5UbU>.

Don't forget to tag the organization.

X (Formerly Twitter): @BlkBfingWeek, @USDANutrition

Instagram: @BlkBfingWeek, @usdagov

Facebook: @BlackBreastfeedingWeek, @U.S. Department of Agriculture



Facebook/Instagram

#Breastfeeding is the healthiest, most affordable and accessible form of nutrition for babies. Follow the link to learn how to achieve equity amongst breastfeeding for all #parents: <https://www.nwica.org/blog/nwa-celebrates-black-breastfeeding-week>

X (Formerly Twitter)

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Don't forget to tag the organization.

X (Formerly Twitter): @NatWICAssoc, @BlkBfingWeek

Instagram: @natwicassoc, @BlkBfingWeek

Facebook: @NatWICAssoc, @BlackBreastfeedingWeek



U.S. DEPARTMENT OF AGRICULTURE
WIC BREASTFEEDING SUPPORT
LEARN TOGETHER. GROW TOGETHER.

Facebook/Instagram

#Breastfeeding is a journey, celebrate every step of the way! Follow the link to learn more about breastfeeding, such as overcoming barriers and thriving while breastfeeding <https://bit.ly/3AsIWM0>.

X (Formerly Twitter)

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Don't forget to tag the organization.

X (Formerly Twitter): @USDANutrition, @BlkBfingWeek

Instagram: @usdagov, @BlkBfingWeek

Facebook: @U.S. Department of Agriculture, @BlackBreastfeedingWeek



Facebook/Instagram

#It's not always easy for mothers to find the support they need while breastfeeding, leading 60% to stop sooner than recommended. Black women face additional barriers, resulting in lower rates. Peer and family networks can help improve this. Read more: <https://lactationnetwork.com/blog/systemic-barriers-to-breastfeeding-in-the-black-community/>

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Don't forget to tag the organization.

X (Formerly Twitter): @thelactnet, @BlkBfingWeek

Instagram: @thelactationnetwork, @BlkBfingWeek

Facebook: @TheLactationNetwork, @BlackBreastfeedingWeek

September 1st – 7th Workplace Lactation Week

September 1st– September 7th is Workplace Lactation Week, a time to recognize and support breastfeeding and pumping parents as they navigate returning to and continuing work. The 2026 theme, “Work. Pump. Advance. Empowering the Modern Parent,” highlights the importance of workplace environments that provide the support, flexibility, and resources parents need to continue their feeding journey while balancing work and family.

Supporting nursing mothers at work goes beyond legal compliance; it cultivates a workplace culture that prioritizes employees' well-being and recognizes the critical role of chest/breastfeeding. Breastfeeding offers many health benefits for infants, enhancing their immunity and growth while lowering the risk of numerous health issues for mothers, such as ovarian, breast, and thyroid cancer, type 2 diabetes, and high blood pressure (Centers for Disease Control and Prevention, 2026). Offering lactation support reflects an employer's care and dedication to their staff, resulting in greater job satisfaction. Additionally, providing designated, comfortable lactation spaces enables nursing mothers to express milk efficiently, allowing them to return to work with greater focus. Federal protections, including the Providing Urgent Maternal Protections (PUMP) for Nursing Mothers Act and the Pregnant Workers Fairness Act (PWFA), require most employers to provide reasonable break time, a private space that is not a bathroom for expressing breast milk, and reasonable accommodations for pregnancy and related medical conditions. These laws reinforce a company's commitment to ethical practices, inclusivity, and family-friendly policies (U.S. Department of Labor, 2026; U.S. Equal Employment Opportunity Commission, 2024).



Facebook/Instagram

Supportive workplaces are key! Evidence shows breastfeeding rates drop when women return to work, but this can be reversed if workplaces support mothers.

Learn more about Workplace Lactation:

<https://www.healthyhorizons.com/blogs/blog/workplace-lactation-week>

X (Formerly Twitter)

Supportive workplaces are key! Evidence shows breastfeeding rates drop when women return to work, but this can be reversed if workplaces support mothers.

Learn more about Workplace Lactation:

<https://www.healthyhorizons.com/blogs/blog/workplace-lactation-week>

Don't forget to tag the organization.

X (Formerly Twitter): @MothersRooms, @Workplace Lactation Week

Instagram: @healthyhorizonsbreastfeeding, @Workplace Lactation Week

Facebook: @HealthyHorizonsBreastfeeding, @Workplace Lactation Week



Facebook/Instagram

Workplace Lactation Week is observed annually from Sep 1-7, celebrating nursing mothers and parents in the workplace. Aligned with Labor Day, it highlights the vital role of working and pumping parents. Learn more:

<https://www.healthyhorizons.com/blogs/blog/workplace-lactation-week>

X (Formerly Twitter)

Workplace Lactation Week is observed annually from Sep 1-7, celebrating nursing mothers and parents in the workplace. Aligned with Labor Day, it highlights the vital role of working and pumping parents. Learn more:

<https://www.healthyhorizons.com/blogs/blog/workplace-lactation-week>

Don't forget to tag the organization.

X (Formerly Twitter): @MothersRooms, @Workplace Lactation Week

Instagram: @healthyhorizonsbreastfeeding, @Workplace Lactation Week

Facebook: @HealthyHorizonsBreastfeeding, @Workplace Lactation Week

A vertical graphic with a light yellow background. At the top, there is a stylized logo consisting of three wavy lines in red, blue, and green. Below this, the text "NATIONAL WIC BREASTFEEDING WEEK" is written in a bold, blue, sans-serif font. In the center, there is a white rectangular box with rounded corners. Inside this box, on the left, is a logo featuring a heart shape formed by two interlocking blue and green lines. To the right of this logo, the text "U.S. DEPARTMENT OF AGRICULTURE" is written in a small, blue, sans-serif font. Below that, "WIC BREASTFEEDING SUPPORT" is written in a larger, bold, blue, sans-serif font. At the bottom of the box, the phrase "LEARN TOGETHER. GROW TOGETHER." is written in a small, blue, sans-serif font. At the bottom of the graphic, there is another stylized logo consisting of three wavy lines in red, blue, and green.

NATIONAL WIC BREASTFEEDING WEEK



U.S. DEPARTMENT OF AGRICULTURE
**WIC
BREASTFEEDING
SUPPORT**
LEARN TOGETHER. GROW TOGETHER.

Facebook/Instagram

The PUMP for Nursing Mothers Act expands the 2010 Break Time for Nursing Mothers law, requiring employers to provide reasonable break time and a private, non-bathroom space for lactating employees to pump milk during the workday. For more information, follow this link: <https://www.dol.gov/agencies/whd/pump-at-work>

X (Formerly Twitter)

The PUMP for Nursing Mothers Act expands the 2010 Break Time for Nursing Mothers law, requiring employers to provide reasonable break time and a private, non-bathroom space for lactating employees to pump milk during the workday. For more information, follow this link: <https://www.dol.gov/agencies/whd/pump-at-work>

Don't forget to tag the organization.

X (Formerly Twitter): @USDOL, @PUMP Act

Instagram: @USDOL, @PUMP Act

Facebook: @USDOL, @PUMP Act

TIPS FOR ASKING FOR A REASONABLE ACCOMMODATION

IF YOUR PREGNANCY, CHILDBIRTH, OR RELATED MEDICAL CONDITION MAKES IT HARDER FOR YOU TO PERFORM YOUR JOB, YOU CAN ASK FOR A CHANGE CALLED A REASONABLE ACCOMMODATION:



CONTACT US:
1-800-669-4000
WWW.EEOC.GOV



Facebook/Instagram

Did you know? The Pregnant Workers Fairness Act (PWFA) ensures expecting mothers get the workplace support they need! Employers must provide reasonable accommodations for pregnancy and related conditions. Learn how this law protects you: <https://www.eeoc.gov/wysk/what-you-should-know-about-pregnant-workers-fairness-act>

X (Formerly Twitter)

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Don't forget to tag the organization.

X (Formerly Twitter): @EEOC, PWFA

Instagram: @EEOC, @PWFA

Facebook: @EEOC, @PWFA

September 8th – 14th Latina/x Breastfeeding Week

September 8th – September 14th is Latina/x Breastfeeding Week, a time to celebrate Latina/x families, honor the cultural traditions and experiences that shape feeding journeys, and highlight the importance of accessible, culturally responsive feeding support for all families.

Hispanic parents have slightly higher breastfeeding initiation rates than the national average, yet the rate drastically declines within six months to a year of life (Centers for Disease Control and Prevention, 2023; Centers for Disease Control and Prevention, 2025b; Segura-Pérez et al., 2021). Common barriers to breastfeeding amongst the Latinx population are limited support and lack of knowledge. Studies have shown that while Hispanic parents are more likely to initiate breastfeeding, they are also more likely to supplement with formula after the first two days of life (Segura-Pérez et al., 2021). Some studies

have found that this is due to the need to be more available to work. This section is focused on the cultural inclusivity of Latinx parents, recognizing their unique experiences and learning new ways to support and uplift them.

Latinx Posts in English



Facebook/Instagram

Parental education and workplace support encourages #breastfeeding amongst Latinx parents. Explore the power of #equity within breastfeeding by exploring Spanish-Language Lactation resources: <https://salud-america.org/spanish-language-lactation-resource>.

X (Formerly Twitter)

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Don't forget to tag the organization.

X (Formerly Twitter): @saludamerica

Instagram: @saludamerica

Facebook: @SaludToday



Facebook/Instagram

Breastfeeding is extremely important for promoting the health of our #babies. Follow the link to learn about how to support Latinx parents within healthcare centers and increase #breastfeeding rates: <https://bit.ly/3ynV9id>.

X (Formerly Twitter)

Breastfeeding is extremely important for promoting the health of our #babies. Follow the link to learn how to support Latinx parents within healthcare centers and increase #breastfeeding rates: <https://bit.ly/3ynV9id>.

Don't forget to tag the organization.

X (Formerly Twitter): @NICHQ

Instagram: @nichq_org

Facebook: @NICHQ



Facebook/Instagram

Brenda Reyes has worked for 15 years creating peer support programs for expecting parents. Follow the link to read about Reyes' journey to improve maternal health outcomes within Latinx communities: <https://bit.ly/3NSiNt9>.

X (Formerly Twitter)

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Facebook/Instagram

Research shows that breastfeeding offers many healthy benefits for you and your baby. However, breastfeeding can be difficult to manage in today's busy world. Follow the link to learn as much as you can before giving birth: <https://espanol.womenshealth.gov/breastfeeding>

X (Formerly Twitter)

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Don't forget to tag the organization.

X (Formerly Twitter): @OASH, @HHS

Instagram: @OASH, @HHS

Facebook: @OASH, @HHS

Latina/x Posts in Spanish



Facebook/Instagram

Los 10 pasos para una #Lactanciamaterna exitosa es lo que guía a un hospital amigable para los niños. Para obtener más información sobre estos pasos importantes, visite <https://bit.ly/3Pkf20U>.

X (Formerly Twitter)

Los Hospitales Amigables para los Niños son los que siguen los 10 pasos para una #Lactanciamaterna exitosa. Para más información sobre estos pasos, visite <https://bit.ly/3Pkf20U>.

No olvides etiquetar a la organización.

X (Formerly Twitter): n/A

Instagram: @capacitacion.en.lactancia

Facebook: @capacitacion.en.lactancia



Facebook/Instagram

Es probable que los padres latinos usen suplementos de la leche dentro de los dos primeros días de vida del bebe, debido al apoyo limitado y la necesidad de estar más disponibles para trabajar. La leche de los padres proporciona la nutrición óptima para un bebé en crecimiento. Conoce los riesgos de no #amamantar: <https://bit.ly/3INApFp>.

X (Formerly Twitter)

La leche de los padres proporciona la nutrición óptima para un bebé en crecimiento, pero es probable que los padres latinos uses suplementos durante los dos primeros días de vida del bebé debido al apoyo limitado. Conoce los riesgos de no #amamantar: <https://bit.ly/3INApFp>.

No olvides etiquetar a la organización.

X (Formerly Twitter): n/A

Instagram: @capacitacion.en.lactancia

Facebook: @capacitacion.en.lactancia



Facebook/Instagram

La #LactanciaMaterna es una experiencia única. Siga el enlace para obtener más información: <https://bit.ly/3OelWIR>.

X (Formerly Twitter)

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No olvides etiquetar a la organización.

X (Formerly Twitter): n/A

Instagram: @capacitacion.en.lactancia

Facebook: @capacitacion.en.lactancia



Facebook/Instagram

A medida que su #bebé crece, la cantidad de leche que necesita para alimentarse cambia. Acceda a un registro de #lactancia del recién nacido en <https://bit.ly/3aNMCNO>.

X (Formerly Twitter)

A medida que su #bebé crece, la cantidad de leche que necesita para alimentarse cambia. Acceda a un registro de #lactancia del recién nacido en <https://bit.ly/3aNMCNO>.

No olvides etiquetar a la organización.

Instagram: @capacitacion.en.lactancia

Facebook: @capacitacion.en.lactancia

Advocating for Breastfeeding

Social support is an important factor for long-term breastfeeding. Studies show that parents who receive breastfeeding support have increased self-efficacy, which may lead to breastfeeding for longer periods (Wallenborn et al., 2019). Breastfeeding support programs that fit every company's budget and resources are indeed possible (Dinour & Szaro, 2017). This section can be used for breastfeeding advocacy, specifically to raise awareness of breastfeeding rights and support policy recommendations.



Facebook/Instagram

Lactating #parents are entitled to break time for #breastfeeding, as well as a private lactation room. Follow the link to learn more about breastfeeding as an employee: <https://bit.ly/3AwGPH6>.

X (Formerly Twitter)

Lactating #parents are entitled to break time to #breastfeed within a private setting. To learn about breastfeeding as an employee, follow the link: <https://bit.ly/3AwGPH6>.

Don't forget to tag the organization.

X (Formerly Twitter): @NatWICAssoc

Instagram: @natwicassoc

Facebook: @NatWICAssoc



Facebook/Instagram

Workplace support is essential for an exceptional #breastfeeding experience. Follow the link to learn more about how to support an expecting or currently breastfeeding coworker: <https://www.unicef.org/media/73206/file/Breastfeeding-room-guide.pdf>.

X (Formerly Twitter)

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Don't forget to tag the organization.

X (Formerly Twitter): @UNICEF

Instagram: @UNICEF

Facebook: @UNICEF



Facebook/Instagram

A partnership with universities and workplaces supports the creation of ideal environments for lactating #parents. Follow the link to learn more about the State of WIC and how to support #breastfeeding parents <https://bit.ly/4wL3V6O>

X (Formerly Twitter)

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Don't forget to tag the organization.

X (Formerly Twitter): @NatWICAssoc

Instagram: @natwicassoc

Facebook: @NatWICAssoc



Facebook/Instagram

Title IX protects pregnant and parenting students from discrimination in education programs and activities, including discrimination related to pregnancy, childbirth, lactation, and related conditions. Learn more about your rights and available protections by following the link: <https://bit.ly/3QPbgD2>

X (Formerly Twitter)

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Don't forget to tag the organization.

X (Formerly Twitter): @usedgov

Instagram: @usedgov

Facebook: @usedgov



Facebook/Instagram

It is your healthcare provider's job to uphold standards and provide effective and comprehensive services to their patients. Follow the link to learn more about the State of WIC and enhancing #equity in WIC: <https://bit.ly/4wL3V60>

X (Formerly Twitter)

It is your healthcare provider's job to uphold standards and provide effective and comprehensive services to their patients. Follow the link to learn more about the State of WIC and enhancing #equity in WIC: <https://bit.ly/4wL3V60>

Don't forget to tag the organization.

X (Formerly Twitter): @NatWICAssoc

Instagram: @natwicassoc

Facebook: @NatWICAssoc



Facebook/Instagram

Breastfeeding has proven benefits, yet <50% of babies are breastfed per WHO recommendations. The formula industry uses underhand marketing to turn infant feeding into a \$55B business. To learn more about strategies and the fight against stronger breastfeeding protection laws, follow this link:

<https://www.thelancet.com/series-do/breastfeeding-2023>

X (Formerly Twitter)

Breastfeeding has proven benefits, yet <50% of babies are breastfed per WHO recommendations. The formula industry uses underhand marketing to turn infant feeding into a \$55B business. To learn more about strategies and the fight against stronger breastfeeding protection laws, follow this link:

<https://www.thelancet.com/series-do/breastfeeding-2023>

Don't forget to tag the organization.

X (Formerly Twitter): @The Lancet

Instagram: @The Lancet

Facebook: @The Lancet

Inclusive Language Guide

Suggested Terms in Breastfeeding and Human Lactation

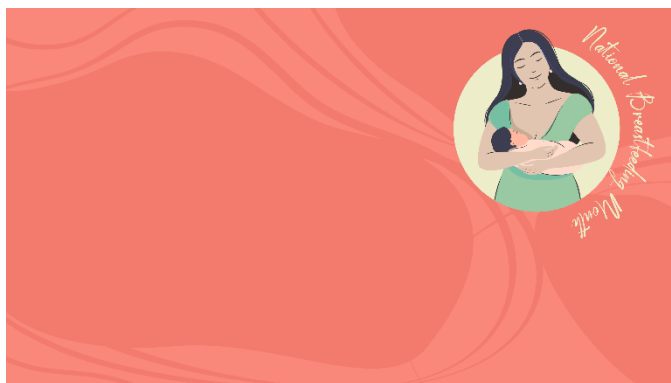
Traditional Terms	Gender-inclusive terms	Clinical contexts
mother, father, birth mother	parent, gestational parent; combinations may be used for clarity, such as "mothers and gestational parents"	
she, her, hers he, him, his	they/them, (if gender is not specified)	
breast	mammary gland	
breastfeeding	breastfeeding, chestfeeding, lactating, expressing, pumping, human milk feeding	
breast milk	milk, human milk, mother's own milk, parent's milk, father's milk	
breastfeeding mother or nursing mother	lactating parents, lactating person, combinations may be used for clarity, such as "breastfeeding mothers and lactating parents"	Ask the patient(s) for their affirmed terminology
born male/female (as applied to people who identify as anything but cisgender)	noted as male/female at birth or recorded as male/female at birth or assigned male/female at birth	

The terms on the left are not incorrect and are appropriate in many settings, but terms in the middle column are suitable substitutes when gender-inclusive language is appropriate.

Source: Bartick, M., Stehel, E. K., Calhoun, S. L., Feldman-Winter, L., Zimmerman, D., Noble, L., Rosen-Carole, C., & Kair, L. R. (2021). Academy of Breastfeeding Medicine Position Statement and Guideline: Infant Feeding and Lactation-Related Language and Gender. *Breastfeeding medicine : the official journal of the Academy of Breastfeeding Medicine*, 16(8), 587–590. <https://doi.org/10.1089/bfm.2021.29188.abm>

Virtual Backgrounds

This section can be used to support breastfeeding awareness while attending meetings or other virtual events.



Resource List

Parents

- [Latest Research: Breastmilk feeding support for infants in foster care](#)
- [Guidelines to Support the Breastfeeding Infant During Emergencies While in Child Care](#)
- [Nevada 211](#)
- [Nevada Breastfeeding Coalition](#) : Working to promote breastfeeding through education, coordination, and advocacy to remove barriers and help all families achieve their breastfeeding goals
- [National Women's Health and Breastfeeding Helpline](#): 1-(800)-994-9662
- [Latina Breastfeeding Coalition – Facebook Page](#) : Reclaims breastfeeding for Latino families; serves to promote, support, and empower breastfeeding Latinas through outreach, education, and peer mentorship
- [Asian Pacific Islander Breastfeeding Task Force](#) : Dedicated to promoting and supporting breastfeeding in the Asian community
- [KIJIJI Sisterhood](#): Supporting Black and Brown birthing families
- [Black Mothers' Breastfeeding Association](#): U.S. Breastfeeding Coalition Member
- [Milk Like Mine](#): Breastfeeding coalition with lactation support for mothers of color and their families
- [Nevada's Women, Infants, and Children \(WIC\) Program](#) : Helps families be strong, healthy, and happy through provision of health promoting benefits, support services, and referrals.
- [Pacify app- 24/7 Breastfeeding Support](#).
- [La Leche League International: Breastfeeding A to Z](#) : Providing information on topics of interest to parents of breastfed children
- [Homepage | WIC Breastfeeding Support \(usda.gov\)](#): Provides resources and tips for breastfeeding mothers
- [Home | Office on Women's Health \(womenshealth.gov\)](#): Offers health information and resources specifically for women's health issues.
- [Droplet \(firstdroplets.com\)](#): Provides educational videos and resources to help new mothers with breastfeeding.
- [English Language Videos - Global Health Media Project](#): Features a collection of breastfeeding educational videos for parents and health workers.
- [Home - A Better Balance](#): Advocates for policies that help working families, including breastfeeding protections.
- [The Pregnant Scholar Homepage | Tools to support student parents](#): Offers tools and resources to support student parents and their rights.
- [Breastfeeding Protections for Workers and Parents - Nevada WIC](#): Provides breastfeeding protections and support resources for Nevada workers and parents.
- [Nevada Breastfeeds](#): Promotes breastfeeding awareness and provides resources for Nevada mothers.
- [US Department of Education: Know Your Rights: Pregnant or Parenting? Title IX](#) : Details the rights of pregnant and parenting students under Title IX.
- [The Pregnant Scholar- Title IX Regulations Toolkit](#): Offers resources and guidance on Title IX protections for pregnant and parenting students.
- [About Breastfeeding | Breastfeeding | CDC](#): Provides information and resources on breastfeeding from the Centers for Disease Control and Prevention.
- [Infant and Young Child Feeding in Emergencies Toolkit | Infant and Child Feeding in Emergencies | CDC](#): CDC Infant and Young Child Feeding in Emergencies Toolkit.

- [U.S. Breastfeeding Committee \(usbreastfeeding.org\)](http://usbreastfeeding.org): Advocates for breastfeeding support and policy development across the United States.
- [Breastfeeding \(who. int\)](http://who.int): Provides global guidance and information on breastfeeding from the World Health Organization.
- [R.O.S.E. \(Reaching Our Sisters Everyday\)](http://roses.org): Supporting black women.

Employers

- [Maternal and Child Health Bureau's Business Case for Breastfeeding](#) : Educates employers about the value of supporting breastfeeding employees within the workplace
- [Health Care Reform Bill](#) : References the rights of employed, nursing parents
- [National Association of County and City Health Officials Chest/Breastfeeding](#): For community members and employers to further promote and support breastfeeding locally
- [International Lactation Consultant Association](#)
- [Business Case for Breastfeeding | Office on Women's Health \(womenshealth.gov\)](http://womenshealth.gov): Provides resources to help employers support breastfeeding employees.
- [Frequently Asked Questions – Pumping Breast Milk at Work | U.S. Department of Labor \(dol.gov\)](http://dol.gov): Offers information on legal rights and protections for pumping breast milk at work.
- [What You Should Know About the Pregnant Workers Fairness Act | U.S. Equal Employment Opportunity Commission \(eeoc.gov\)](http://eeoc.gov): Details rights and protections for pregnant workers under the Pregnant Workers Fairness Act.
- [Breastfeeding Protections for Workers and Parents - Nevada WIC](#): Provides information on breastfeeding protections and support for Nevada workers and parents.

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