# [**World Breastfeeding Week**](http://worldbreastfeedingweek.org/) **/**[**National Breastfeeding Month**](http://www.usbreastfeeding.org/nbm) **News Release Template 2023**

[Date]

[Organization]

Contact: [Name]

[Phone], [Email]

## [Headline Options – select one]

**[Insert WIC Agency] Supports Breastfeeding, Chestfeeding and Pumping in Any Amount**

**[Insert WIC Agency] Supports Families during National Breastfeeding Month this August and Throughout the Year**

**[insert WIC agency] Encourages [Insert County/Local Regional Identifier] Families to Celebrate Healthy Babies and National Breastfeeding Month**

Breastfeeding,chestfeeding, and pumping to feed babies breastmilk is important for babies, mothers, other birthing parents, and families. [Local WIC Agency] supports breastfeeding and chestfeeding in any amount and provides support and resources for parents before and during their infant feeding journey.

This includes:

* Talking about the importance of breastmilk or human milk.
* Providing extra foods to support a lactating parent’s nutrition needs.
* Providing resources to help families reach their infant feeding goals.

One barrier lactating parents face is returning to work during their breastfeeding, chestfeeding, and pumping journey.

“A lot of families don’t have the luxury of a substantial parental leave and return to work soon after their baby’s arrival,” said [Agency Spokesperson]. “WIC is here for families and can support a lactating parent through pumping education and resources and general encouragement and support as they return to work. Recent federal and Minnesota law updates are encouraging for breastfeeding moms or lactating parents.”

Recent federal and Minnesota law changes strengthen lactation rights for working parents.

* The Federal PUMP for Nursing Mothers Act extends the rights to receive break time to pump and a private place to pump at work for more nursing employees. Information is on the U.S. Department of Labor’s website: [FLSA Protections to Pump at Work (https://www.dol.gov/agencies/whd/pump-at-work)](https://www.dol.gov/agencies/whd/pump-at-work).
* In Minnesota, employers are now required to notify employees of their rights upon hire. Parents can express milk for a child of any age. The law applies to all employers regardless of size. Employees are eligible to pregnancy rights at the time of hire, and an employer shall not retaliate or discriminate against an employee for exercising their rights: [Pregnant workers and new parents (https://dli.mn.gov/newparents)](https://dli.mn.gov/newparents).

### National Breastfeeding Month

[insert WIC agency] and the Minnesota WIC Program are celebrating National Breastfeeding Month and World Breastfeeding Week by reminding families to take advantage of the lactation education and support WIC provides for pregnant and breastfeeding or chestfeeding parents.

Eligible families who [apply for WIC (https://redcap.health.state.mn.us/redcap/surveys/?s=LNKN377EPE)](file:///C:\Users\Moorek1\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\BVNHT69O\apply%20for%20WIC%20(https:\redcap.health.state.mn.us\redcap\surveys\%3fs=LNKN377EPE)) early in pregnancy and ask for advice and support early and often during their infant feeding journey achieve the best possible outcomes.

[Add event information if your agency is hosting an in-person or virtual event to celebrate during.]

* [National Breastfeeding Month (http://www.usbreastfeeding.org/nbm)](http://www.usbreastfeeding.org/nbm) (August) – This is Our Why
* [World Breastfeeding Week (http://worldbreastfeedingweek.org/)](http://worldbreastfeedingweek.org/) (Aug. 1-7) – Enabling Breastfeeding: Making a difference for working parents
* [Indigenous Milk Medicine Week (https://linktr.ee/IndigenousMilkMedicine?fbclid=IwAR1CFQpK\_9sW04UWukbczYoEogcaYYedjlQI-o6-a4wC9B9sakglbIKZW4Q)](https://linktr.ee/IndigenousMilkMedicine?fbclid=IwAR1CFQpK_9sW04UWukbczYoEogcaYYedjlQI-o6-a4wC9B9sakglbIKZW4Q) (Aug. 8-14)
* [Asian American Native Hawaiian and Pacific Islander Breastfeeding Week (https://www.facebook.com/APIBTF)](https://www.facebook.com/APIBTF) (Aug. 15-21)
* [Black Breastfeeding Week (https://blackbreastfeedingweek.org/)](https://blackbreastfeedingweek.org/) We Outside! Celebrating Connection & Our Community (Aug. 25-31)

### WIC Supports Families

[Insert WIC agency] supports breastfeeding in any amount and is here for families feeding their babies with a combination of human milk and formula and families exclusively using formula. The nationwide formula recall and shortage is stressful for parents and soon-to-be parents.

* [Apply for WIC (https://redcap.health.state.mn.us/redcap/surveys/?s=LNKN377EPE)](https://redcap.health.state.mn.us/redcap/surveys/?s=LNKN377EPE) early in pregnancy.
* Reach out to a WIC breastfeeding specialist or peer counselor at [local WIC clinic] for breastfeeding information and support. Creating a plan before birth and reaching out for help as soon as possible after birth can lead to successful breastfeeding.
* [Add information about breastfeeding classes or support groups at your agency.]
* WIC can help as parents return to work.
* WIC provides formula benefits to supplement breastfeeding when needed and can provide tips to increase milk supply for parents using a combination of human milk and formula.

[Add the Peer Breastfeeding Program section if your agency has a Peer Breastfeeding Program]

### Peer Breastfeeding Program

The [Peer Breastfeeding Support Program (https://www.health.state.mn.us/docs/people/wic/localagency/reports/bf/info/2022peer.pdf)](https://www.health.state.mn.us/docs/people/wic/localagency/reports/bf/info/2022peer.pdf) features parents with personal experience breastfeeding or chestfeeding their own children, who are recruited from the communities they serve, and trained to help WIC participants with common breastfeeding issues. Parents with a MN WIC peer counselor have significantly higher breastfeeding initiation.

[Option: Add two-three sentences introducing your peer counselor(s) and how they connect to and support your community.]

### Additional statistics

* The [WIC Reports and Data (https://www.health.state.mn.us/people/wic/localagency/reports/index.html)](https://www.health.state.mn.us/people/wic/localagency/reports/index.html) webpage provides interactive breastfeeding and chestfeeding data and trends.
* Additional information and data: [Minnesota WIC Facts 2023 (https://www.health.state.mn.us/docs/people/wic/localagency/reports/pptndemo/wicfacts/0323.pdf)](https://www.health.state.mn.us/docs/people/wic/localagency/reports/pptndemo/wicfacts/0323.pdf)

For more information, contact [insert local WIC contact here].

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