August 2020 E-Newsletter: Support Breastfeeding for A Healthier Planet

August was all about Breastfeeding! The theme this year is Support Breastfeeding for a Healthier Planet. As we continue to reckon with the COVID-19 Pandemic, keep in mind that breastfeeding families need our support more than ever! Breastfeeding is an important factor in the health of infants, mothers and families. Beyond the health benefits, breastfeeding is a climate-smart decision.

We invite you and your practice to promote breastfeeding by celebrating Breastfeeding!   Here are a few ideas for how you can celebrate:

Make goodie bags for your breastfeeding patients. Take care not to include items marketed to breastfeeding mothers like teas or cookies, or items from formula companies. Instead, choose chocolate or other general treats, a board book to read to baby, or customized promotion items for your practice. A reusable water bottle would go well with this year's theme.

Make "Breastfeeding Welcome Here" signs that you can leave up all year! Free printables here: https://kellymom.com/blog-post/breastfeeding-welcome-here/

Sign up for an upcoming EPIC *Breastfeeding Fundamentals* webinar, and encourage your colleagues and staff members to sign up, too! The Educating Physicians & Practices in their Communities (EPIC) Program is free to healthcare providers in Georgia and offers CME and nursing contact hours, and includes an electronic resource kit. If the dates/times of their scheduled webinars don't work for you, you may also request an individualized program for your office.

Learn about Zipmilk.org and who provides breastfeeding support in your community so you can refer families to peer support, clinical support, or breastfeeding friendly healthcare providers in their neighborhood.

Get involved with the Georgia Breastfeeding Coalition! Sign up for the mailing list at www.GeorgiaBreastfeedingCoalition.org

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