

Become a Breastfeeding Champion



Image source: ©Texas Health and Human Services

Why do we need breastfeeding champions?

Breastfeeding has **health benefits** for both baby and mom, and lifelong impacts on the health of your community. Breast milk helps protect baby from getting sick and helps them grow.

It can be hard for new moms to find consistent breastfeeding help. Moms can get mixed messages and are often given free formula they may not need. As a breastfeeding champion, you can help. Give families the information they need to make the best feeding plan. This includes teaching how to safely prepare, store, and feed formula.

Action Steps to Improve Breastfeeding Support in Your Community

Breastfeeding Champions help protect, promote, and support breastfeeding in your community. You don't have to be in health care to be a champion— all you need is a passion to advocate and a willingness to work with others. Use these ideas to connect with health care partners and create community awareness:



Community mapping shows what resources are available and who to reach out to. Take a look at the **Let's Talk- Safe Infant Sleep- Strengthening Your Community's Circle of Support** tool as a model to start finding people or groups that can help with breastfeeding support.



Connect with partners **beyond health care**. Consider what support might be available from non-profits, at places of worship, in workplaces, or anywhere moms can be!



Learn about **breastfeeding rates** in your state and across the country. Share this information with others in your community who are working to improve health.



Promote breastfeeding on socials! Visit the **Right From The Start (RFTS) campaign website** to download tools to spread awareness.



Share this **breastfeeding class** with healthcare providers. It can help them stay up to date on how to manage and support breastfeeding.

Everyone has a role in supporting breastfeeding

You can create a whole community of breastfeeding support. Share these great programs, resources, and tips with your community partners.



Breastfeeding in public can be hard for many moms. Share **Texas law** that states that a mom can express milk or breastfeed her baby anywhere she is allowed to be.



Texas WIC has resources to support moms before and after birth. Moms can attend online and in-person breastfeeding classes. WIC also has peer counselors who are moms with special breastfeeding training.



BreastmilkCounts.com is a helpful website. It can help parents get ready to breastfeed. Topics include how to **choose a hospital, going back to work**, and more.



Texas Lactation Support Directory helps families find local breastfeeding help. You can share this with community providers to keep the directory up to date.



Texas Ten Step Program Hospital Directory lists hospitals that use **Ten Step best practices**.



Share the ***Hospital Staff and Leadership Toolkits*** with hospitals. The toolkits can help them improve their breastfeeding support.



Share this resource with health care provider offices in your community. It provides a guide to creating a ***breastfeeding friendly office*** to support families.



The ***Texas Mother-Friendly Worksite Program*** helps employers follow state and federal laws. These laws protect breastfeeding when a mom goes back to work. There are resources to help you or moms learn how to start the conversation.

