

Welcome to Your World Breastfeeding Week Toolkit

This week is a chance to celebrate something your facility works hard for every day: helping families reach their infant feeding goals through evidence-based, Baby-Friendly care.

To help you mark the occasion, we've put together three ready-to-use social media posts, each paired with images you can share right away or customize with your facility's name or logo.

BF
USA



Instructions for Editing the Image Templates

All graphic files can be downloaded [here](#).

If you choose to customize the image templates for your facility, simply follow these step-by-step instructions:

1. Open the templates by clicking [here](#).
2. Add your facility's name in the text box, or delete the text box and add your logo.
3. Download for social media:
 - Click Share → Download (top right)
 - Select PNG and All pages, then click Download

Only text boxes can be edited. All other design elements are locked.

Thank you for the care you provide every day, and for celebrating it with us this week!

With gratitude,

The Baby-Friendly USA Team

Ready-to-Share Posts

Post 1

Happy World Breastfeeding Week!

As a Baby-Friendly designated facility, we're committed to helping every family reach their infant feeding goals.

More than 80 percent of parents in the US report wanting to breastfeed their babies. That's why we support our breastfeeding families with the Ten Steps to Successful Breastfeeding, a set of proven practices to help parents breastfeed successfully.

When families get the support they need early on, more babies and parents can enjoy the lifelong benefits of breastfeeding.

Happy World Breastfeeding Week, from our team to yours 💙

#ProudToBeBabyFriendly

Post 2

This year's World Breastfeeding Week theme is Strengthen What Works, a message that feels close to home for us.

At [Facility Name], we're honored to be part of an evidence-based movement that decades of research supports: the Baby Friendly Hospital Initiative (BFHI). Studies show that the more of the Ten Steps to Successful Breastfeeding a mother experiences during her hospital stay, the more likely she is to meet her breastfeeding goals. And research also shows that when the Ten Steps are fully implemented, gaps in breastfeeding by race and ethnicity disappear entirely.

We're proud to be a Baby-Friendly designated facility, committed to the care practices that help every family access the support they deserve, this week and every week.

#ProudToBeBabyFriendly

Ready-to-Share Posts continued

Post 3

This week, as the world celebrates World Breastfeeding Week, we're taking a moment to celebrate the people who make Baby-Friendly care a reality at [Facility Name]: Our staff. 💙

Being a Baby-Friendly designated facility means following the Ten Steps to Successful Breastfeeding, proven practices that begin the moment a baby enters the world. From skin-to-skin contact in the first moments after birth, to ensuring every family leaves with a plan and has connections to breastfeeding support in their own community, our staff support every family, every time.

That dedication shows up in every delivery room, every conversation, and every quiet moment of support when a family needs it most.

This week, we say thank you.

#ProudToBeBabyFriendly

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