

World Breastfeeding Week

Inspiration Guide
August 1-7



**This World Breastfeeding Week let's pump up the volume
on breastfeeding!**



No one breastfeeds alone.

We hope that this Inspiration Guide will equip your organization with messages, content and ideas on how you can help shine a spotlight on the need for greater breastfeeding support around the world.

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Hashtags & Key Links

HASHTAGS

- **Always use:** #breastfeeding
- **Whenever possible, please use:** #wbw17

KEY LINKS

- [Global Breastfeeding Facebook Group](#)
- [Breastfeeding Scorecard*](#)
- [Investment Case for Breastfeeding*](#)



**will be available 8/1*

Creative Assets

To help pump up the volume on breastfeeding, 1,000 Days generated several social graphics, GIFs and Facebook profile frames for partners.

Please feel free to use these creative assets on your social channels, through digital advertising campaigns, in emails and other forms of digital communication you plan during the week.

As all assets are available for communal use, we ask that they remain unbranded.





To access creative assets, please visit our [Dropbox folder](#)



Sample Social Copy

Social Channel	Any time between 1-7 August	Suggested Visual
Facebook	<p>What stands in the way of ensuring that at least HALF of the 🌍's babies are exclusively breastfed by 2025?</p> <p>An investment of just \$4.70 per newborn!</p> <p>Reaching this #breastfeeding goal IS possible. See how: [Link to Case for Investment]</p>	
Twitter	<p>Just \$4.70 per newborn. That's the investment needed to ensure 50% of 🌍's babies are exclus. #breastfeeding: [Link to Case for Investment]</p>	
Facebook	<p>Whether #breastfeeding or not, moms deserve FACTS when it comes to feeding their little ones, not bogus health claims and aggressive marketing tactics!</p> <p>It's time world leaders stand up to the makers of infant formula and demand ethical marketing!</p>	
Twitter	<p>Bogus health claims OR FACTS? Whether #breastfeeding or not, what do YOU think moms deserve when feeding their babies? Enforce #WHOCODE</p>	





Sample Social Copy

Social Channel	Any time between 1-7 August	Suggested Visual
Facebook	<p>Raise your hand 🙋 if you think #breastfeeding moms need MORE support in the workplace!</p> <p>From paid family leave to adequate accommodations for pumping breast milk, workplace support is vital to increasing global breastfeeding rates.</p>	
Twitter	<p>Access to #paidleave has been found to ↑ exclus. #breastfeeding rates by 52%. Another perk? It's been linked to ↓ infant mortality.</p>	
Facebook	<p>The success of a woman's #breastfeeding journey SHOULD NOT depend on where she gives birth.</p> <p>Yet, today – it DOES.</p> <p>With only 44% of the world's newborns put to the breast within one hour after their arrival, the need for more supportive medical facilities and staff is REAL.</p>	
Twitter	<p>What's 🔑 to increasing global #breastfeeding rates? Knowledgeable medical staff that supports mom & baby. #babyfriendly</p>	





Sample Social Copy

Social Channel	Any time between 1-7 August	Suggested Visual
Facebook	<p>The health benefits for mom and baby are there.</p> <p>What's not there? The knowledge and support they need to reach their #breastfeeding goals: [Link to Breastfeeding Scorecard]</p>	
Twitter	<p>What happens at the hospital can determine a mom and baby's #breastfeeding success/failure. Let's ensure they get the best start!</p>	
Facebook	<p>The ugly truth – we're FAILING #breastfeeding moms.</p> <p>BUT, as a society, there's a whole lot that we can do about it: [Link to Breastfeeding Scorecard]</p>	
Twitter	<p>The ugly truth – we're FAILING #breastfeeding moms. BUT, there's a whole lot that we can do about it: [Link to Breastfeeding Scorecard]</p>	

Sample Social Copy

Social Channel	Any time between 1-7 August	Suggested Visual
Facebook	<p>The success of a woman's #breastfeeding journey SHOULD NOT depend on where she gives birth.</p> <p>Yet, today – it DOES.</p> <p>With only 44% of our world's newborns put to the breast within one hour after their arrival, the need for more supportive medical facilities and staff is REAL.</p>	
Twitter	<p>What's 🔑 to increasing global #breastfeeding rates? Knowledgeable medical staff that supports mom & baby. #babyfriendly</p>	
Facebook	<p>This ↓. And millions more suffer from avoidable diseases & learning difficulties.</p> <p>Our world's lack of support for #breastfeeding moms, has REAL consequences. The world must step up its #breastfeeding support: [Link to Case for Investment]</p>	
Twitter	<p>This ↓. And millions more suffer from avoidable diseases & learning difficulties. The world must step up its #breastfeeding support: [Link to Case for Investment]</p>	

Sample Social Copy

Social Channel	Any time between 1-7 August	Suggested Visual(s)
Facebook	<p>NO ONE breastfeeds alone.</p> <p>It takes support from everyone – from parents to policymakers, health facilities, communities and employers. We ALL have a role to play in supporting #breastfeeding: [Link to Breastfeeding Scorecard]</p>	
Twitter	<p>NO ONE breastfeeds alone. It truly takes a SOCIETY to ↑ global exclus. #breastfeeding rates: [Link to Breastfeeding Scorecard]</p>	
Facebook	<p>You do the math! ■</p> <p>Investing in #breastfeeding is one of the SMARTEST investments a country can make to ensure a smarter, healthier population: [Link to Case for Investment]</p>	
Twitter	<p>You do the math! ■ Investing in #breastfeeding is one of the SMARTEST investments a country can make: [Link to Case for Investment]</p>	

Twitter Storm

Breastfeeding is one of the best investments a country can make to ensure a smarter, healthier population. **That's why on Wednesday, August 2 at 11 AM EST, we invite you to participate in a Twitter storm, using #breastfeeding, to help bring awareness to the current lack of societal support breastfeeding moms face around the world.**

With a collective group of breastfeeding advocates and supporters tweeting at the same time using #breastfeeding, we can draw attention to the urgent need for societal breastfeeding support.

On the next few slides you will find promotional tweets leading up to the day of the Twitter chat. We have also provided prompts, sample tweets and [promotional graphics](#), but suggest that you come up with your own content and link to articles, reports, and resources that will help drive your point home to your followers.



Happy Tweeting!

Twitter Storm: Promotional Tweets

Any time between NOW and August 1	Suggested Visual(s)
<p>Calling all breastfeeding supporters! Join our Twitter Storm on 8/2 @ 11AM ET to celebrate World Breastfeeding Week – use #breastfeeding!</p>	 <p>Pump up the volume on #breastfeeding August 2 - 11 AM EST</p>
<p>How can the world better support breastfeeding mothers? Chime in during a Twitter Storm on 8/2 @ 11AM ET – use #breastfeeding!</p>	 <p>SPREAD THE WORD! #Breastfeeding Twitter Storm AUGUST 2 - 11 AM EST</p>
DAY OF (August 2)	Suggested Visual(s)
<p>The forecast TODAY? Expect a #breastfeeding Twitter Storm! Join us at 11 AM ET to show your support for #breastfeeding mothers.</p>	 <p>#BREASTFEEDING TWITTER STORM TODAY 11 AM ET</p>
<p>In 1 HOUR - #breastfeeding is taking over Twitter by storm! Join in and show your support!</p>	 <p>#BREASTFEEDING TWITTER STORM TODAY 11 AM ET</p>

Twitter Storm: Question Prompts

Here are a few questions to help you spur up content to pump up the volume on breastfeeding during the Twitter Storm!

1. How does breastfeeding benefit both mom and baby?
2. How does breastfeeding benefit society?
3. What are some of the societal failures that lead to women not being able to reach their breastfeeding goals?
4. How can we reach the World Health Assembly's goal of a 50% exclusive breastfeeding rate by 2025?

Twitter Storm: Sample Tweets

Feel free to utilize the creative assets located in [this Dropbox folder](#).

1. EVERY child deserves the opportunity to thrive – and that means giving the millions of #breastfeeding mothers the support they deserve!
2. From the first hour of an infant's life, #breastfeeding has an enormous impact on health and development.
3. Many countries lose billions of \$ a yr to avoidable health care costs & ↓ econ. productivity bc they don't invest enough in #breastfeeding
4. Greater #breastfeeding progress IS possible – w/ the right level of ambition and the right policies and investments in place

Other Ways To “Pump Up” The Volume on Breastfeeding

Add a Facebook Profile Frame: On **Monday, July 31** – special edition World Breastfeeding Week temporary profile frames will be available on Facebook. We will update the Inspiration Guide with instructions once available and ask you to encourage your community of supporters to add a frame to help raise awareness about breastfeeding.

Host a Facebook Live: Grab your executives, public champions, supporters or teammates and go Live to celebrate World Breastfeeding Week. Looking for ideas on what to say? Talk about how no one breastfeeds alone and share how your organization is helping to give more support to breastfeeding women. Tip: When you go Live consider using #breastfeeding as your “Location.”

Share Stories: Real stories and photos from real moms sharing their experiences about the support (or lack of support!) they received from society help to humanize the barriers to breastfeeding.

Thank you for helping to pump up the volume this World Breastfeeding Week!



Questions?

Please contact Amanda Medlock (amanda@thousanddays.org) or Kelsey Saylors (kelsey@thousanddays.org)