



World Breastfeeding Week

August 1-7, 2015

National Breastfeeding Month

August 2015

BREASTFEEDING AND WORK, LET'S MAKE IT WORK!



SOCIAL MEDIA PLATFORM MESSAGES

SAMPLE POSTS

Facebook

California moms are making milk at work! Support them by learning how to accommodate them. Join @CaliforniaBreastfeedingCoalition and @BreastfeedLA [ENTER YOU COALITION]. Share “Supporting Nursing Moms At Work: Employer Solutions” with your employer. <http://tinyurl.com/qygglu6> #WBW15 #LetsMakeItWork

Are you making milk at work, but your employer isn't providing you with a private space and/or break time? You can file a complaint with the California Bureau of Field of Enforcement.

<http://tinyurl.com/k74uchq> #ItsYourRight! #WBW15 #LetsMakeItWork

Nursing Employed Moms - don't let your employer retaliate or discriminate. It's your right! Ask for a private space and/or break time to make milk at work for your baby! California laws protect you! File a complaint with the Division of Labor Standards Enforcement. <http://tinyurl.com/pu62erm> #WBW15 #LetsMakeItWork #ItsYourRight

August is National #Breastfeeding Month! Learn what you can do in just two minutes to support breastfeeding families at work, in health care coverage, and in the community.

www.usbreastfeeding.org/nbm #NBM15

Twitter

- We're joining @CaliforniaBreastfeeding and @BreastfeedLA[enter you coalition] to support #WBW15! #LetsMakeItWork
- Moms Make Milk At Work! Support #WBW15 by supporting nursing moms at work. Learn how <http://tinyurl.com/qygglu6> #LetsMakeItWork
- California laws protect nursing moms at work and in public! Support #WBW15 <http://tinyurl.com/qygglu6> #LetsMakeItWork
- California's #PaidFamilyLeave doubled the median duration of breastfeeding, even among low wage employees. #LetsMakeItWork #Californiamakesitwork #WBW15
- California laws increase the odds of breastfeeding! #LetsMakeItWork #WBW15
- California's enforcement of pumping laws increased the odds of breastfeeding by 225%! #Whoknew? #LetsMakeItWork File Complaints at <http://tinyurl.com/k74uchq>
- #Breastfeeding is easier with #PaidFamilyLeave It's time for the #FamilyACT <http://tinyurl.com/o8nx5jz> #LetsMakeItWork #WBW15
- August is Nat'l #Breastfeeding Month: time to support thriving families & communities! Get involved at www.usbreastfeeding.org/nbm #NBM15

Newsletter Copy

In celebration of National Breastfeeding Month (NBM) 2015, the USBC will host a social media advocacy campaign inviting breastfeeding coalitions, member/partner organizations, and individual supporters to join a variety of online actions and conversations to raise awareness and advocate for the policy and practice changes breastfeeding families need. Each week the campaign will focus on a specific sector or system of support with an aligned legislative/policy goal. Weekly Twitter chats, Twitter "target tools," and advocacy action alerts will inspire education and action to support breastfeeding families from the grassroots to the treetops!

Website Copy

We're joining the 2015 World Breastfeeding Week "Let's Make It Work" campaign by celebrating California's progressive laws that protect a mother's right to breastfeeding accommodations! Did you know that the odds of a baby being breastfed are 225% greater in California because of our public policy? Support for nursing moms at work doesn't have to be hard. Learn how at:

<http://tinyurl.com/qyqglu6>