

THE GUIDEBOOK

Team Activity Ideas
To Protect, Promote,
And Support During

National Breastfeeding Week



Join The Conversation:

Share your activities and crafts with us on social media by tagging the Breastfeeding Committee For Canada on Instagram, Facebook, LinkedIn and Twitter/X and include **#NBW2024**

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breastfeedingcanada.ca



**Purchase alphabet beads & ribbons:
assemble bracelets with
encouraging messages.**

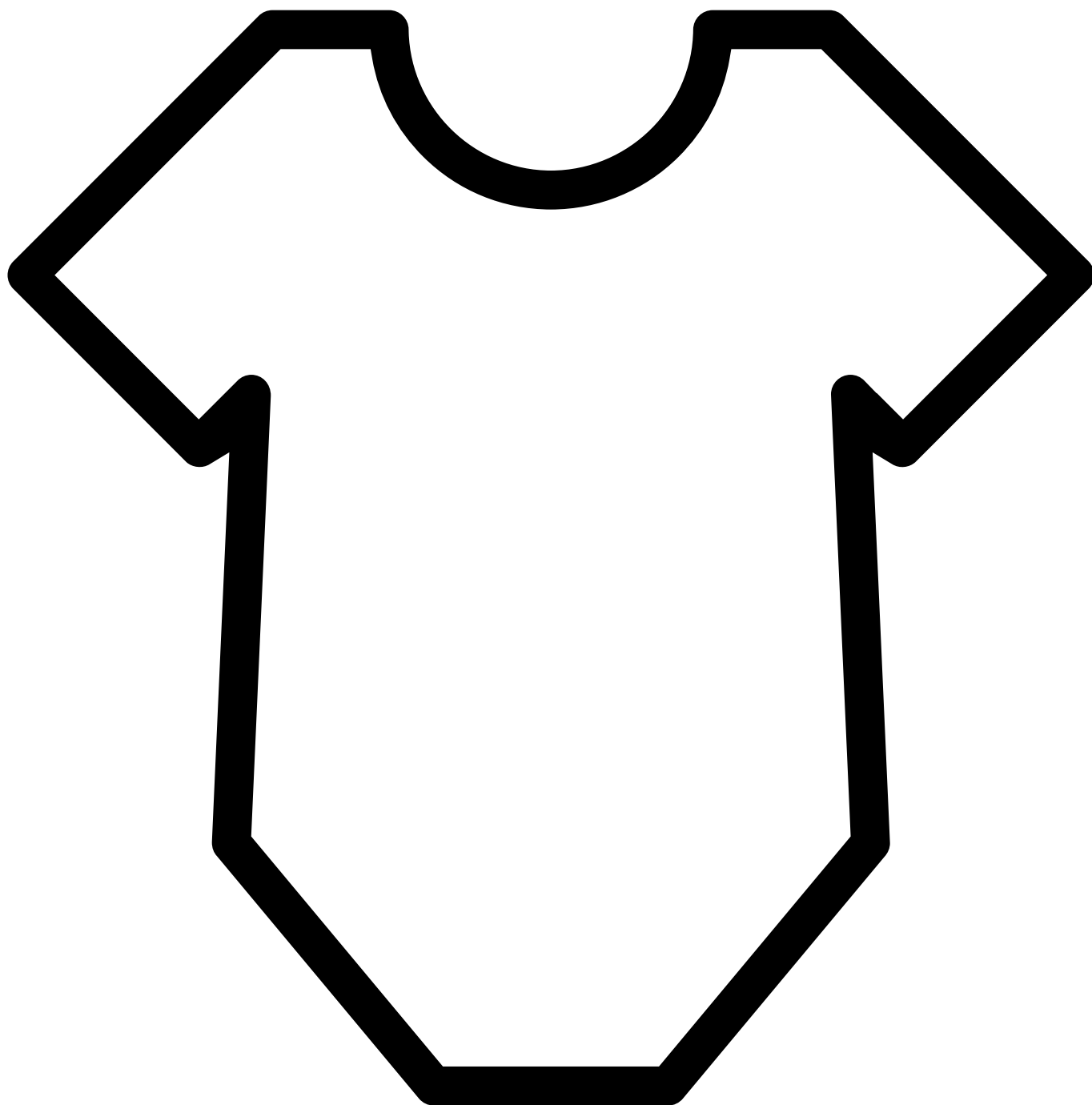
**Package and share these
with new families.**

**Include a QR link to community
resources on a tag.**

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Get your team members to create their message/design and hang them on a clothesline display to share.

Ask volunteer associations or a church group to help knit/or crochet the caps.

Share with families, and tag/label them with a supportive message and a QR code to your local community resources.

Check out [Ravelry.com](https://www.ravelry.com)- the breast beanie for the pattern.



Share Your Message

Write an article for your community health center or hospital's social media. Introduce yourself and share content around the 2024 theme. Link with communications to support and enable breastfeeding.

**Ask other staff:
What does "Closing The Gap" look like for you?**

Share these insights in your article.



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Coffee Break



Ask the coffee kiosk manager if we can add the logo to the cup sleeves and a QR code link for details.

Print on Avery Stickers, gather the working group, and make it happen.

**Get the logo at:
www.worldbreastfeedingweek.org**

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**Host a parent and baby get-together:
Invite a local photographer to do a parent and baby photoshoot,
and have activities such as a 'parent's hand and baby footprint' craft,
some fun-themed cookies, and some music.**

**Invite local community partners to participate and share
about their program for new parents.**

Invite the local press to write an article about your event.

**Quintessence Foundation latch-on event:
Check their website for details on how to plan:**

<https://www.babyfriendly.ca>

Celebrate Closing The Gap, Together



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