



DIGITAL TOOLKIT

**National Breastfeeding Month 2022
Peer-to-Peer Fundraising Campaign**

#BFLA2022

*Thank you for your partnership!
We appreciate your time, energy, and heart.
Together we do great things.*

||| Campaign Basics |||

What: BreastfeedLA's annual peer fundraising campaign that runs during National Breastfeeding Month (August)

Dates: August 1-31, 2022



Website: <https://tinyurl.com/BFLA2022>

Support: Amanda Butler abutler@breastfeedla.org

BreastfeedLA socials: Instagram [@breastfeedla](https://www.instagram.com/breastfeedla)
Facebook www.facebook.com/BreastfeedLA

Toolkit Tips & FAQ: <https://tinyurl.com/BFLAToolkit101>

Content

Date	Caption	Image
<p>National Breastfeeding Month / Campaign Start (Aug 1-31)</p>	<p>You're looking at the newest fundraiser for BreastfeedLA! This year I'm celebrating National Breastfeeding Month by raising funds for BreastfeedLA. Together, the funds we raise will do amazing things like provide scholarships for BIPOC students to further their lactation education and get clinical placements towards becoming a Lactation Consultant. These funds support more diverse Lactation Professionals working in our communities.</p> <p>If you know me, you know I care about lactation equity for all and in all our social systems. I care because (insert your own reason(s) here). Thanks for reading and being on this journey with me.</p> <p>Check out my fundraiser link in my bio and thanks for the love & support! Go to https://tinyurl.com/BFLA2022 and donate today</p> <p>#BFLA2022, #breastfeedla, #breastfeeding, #chestfeeding</p>	<p>Graphic 1</p>
	<p><i>The countdown begins! Only 3 more days until the most wonderful time of the year... for lactation folk, that is. August 1st marks the first day of National Breastfeeding Month AND the first day of my fundraising campaign! Come celebrate and support! Go to https://https://tinyurl.com/BFLA2022 – scroll down and look for my name and photo. 3 . . 2 . . . 1 . .</i></p> <p>#BFLA2022, #breastfeedla, #breastfeeding, #chestfeeding</p>	<p>Graphic 1 Graphic 2</p>
	<p> <i>And we're off!</i>  (Fair warning, get ready for a lot of exclamation points.) Today's the day! Happy National Breastfeeding Month! And it's Happy World Breastfeeding Week! Happy start to my BreastfeedLA Fundraiser! (What can I say, August is the Grand Prix, Olympics, Awards Season, and Mardi Gras of the Lactation World....) Woohoo! Support BreastfeedLA's work and my path by clicking the link in my bio, scroll down to find my name and picture, and</p>	<p>Graphic</p>


	<p><i>donate to my campaign! Thank you! Donate by visiting the link in my bio or https://tinyurl.com/BFLA2022 today!</i></p> <p>#BFLA2022, #breastfeedla, #breastfeeding, #chestfeeding</p>	
<p>World Breastfeeding Week (Aug 1-7)</p>	<p><i>Protecting lactation in every sphere for everyone is a 24/7/365 job! BreastfeedLA partners with organizations like the California Work & Family Coalition @workfamilyca to advocate for families and workers to get stronger Paid Family Leave. Donate now to support our integral #WarmChain partnerships! https://tinyurl.com/BFLA2022</i></p> <p>#WBW2022, #BFLA2022, #breastfeedla, #lactationaccomodation, #workingfamilies</p>	<p>Graphic</p>
	<p>Last year, Mothers' Milk Bank of San Jose @mothersmilkbanksj received 15,186 of donated breast milk from 4 milk collection depots all over LA County created by BreastfeedLA and our clinic and hospital partners. That's over 5,000 feedings for NICU infants! And we will see even bigger numbers this year! Jonathan Bautista, MMB Executive Director says, <i>"The amount of milk for 2022 will easily surpass 2021! This is fantastic! We greatly appreciate the partnership and support from BreastfeedLA and the 4 depots."</i></p> <p>And with the current infant formula shortage, getting breast milk to our most medically fragile infants is more important than ever. Support the effort https://tinyurl.com/BFLA2022</p> <p>#WBW2022, #WarmChain, #BFLA2022, #breastfeedla, #breastfeeding, #chestfeeding, #nicubabies, #donatebreastmilk, #liquidgold, #mmbsj</p>	<p>Graphic</p>
	<p><i>"Going through a CPS investigation or dependency proceeding is already a traumatizing situation – and then there's the added stress of having to advocate for the time and access to breast/chestfeed your child. We hope this toolkit provides some guidance on how to advocate for yourself so you can continue doing what's best for you, your child, and your family."</i></p> <p>-Aditi Frutwala, formerly of ACLU SoCal</p> <p>BreastfeedLA is honored to work with organizations like @aclu_socal to protect every breast/chestfeeding family. Get the Custody & Breastfeeding Toolkit - available in English</p>	<p>Graphic</p>

	<p>and Spanish here www.breastfeedla.org/custody-toolkit-eng-sp/ Support resources and support like this! https://tinyurl.com/BFLA2022</p> <p>#WBW2022, #WarmChain, #BFLA2022, #breastfeedla, #breastfeeding, #chestfeeding</p>	
<p>Indigenous Milk Medicine Week (Aug 8-14)</p>	<p>Tecpaxochitl Mireya Gonzalez is the founder of @chichihualtia, a grassroots nonprofit organization committed to improving perinatal and planetary health. She is a first-generation P’urepécha-Nahua Mexican American Indian and a lactating parent reclaiming bodyfeeding in her lineage after two generations of traditions becoming severed due to immigration and the factors of acculturation in the US. BreastfeedLA is beyond honored to have had Tecpaxochitl as a seminar presenter, former Advocacy Chair, Social Media Coordinator, and MPH intern. She is sitting for the IBCLC exam in Fall 2022. You’ve got this, Tecpaxochitl!</p> <p>Want to see more people like Tecpaxochitl in the world? Me too!! So does BreastfeedLA. Help support the work of BFLA and visit link in bio or https://tinyurl.com/BFLA2022 and donate today!</p> <p>#BFLA2022, #indigenoumilkmedicineweek, #indigenoumilkmedicine, #sacredfirstfood, #BFLA2022, #breastfeedla, #ancestrallactation</p>	<p>Graphic 1 Graphic 2</p>
	<p>Yohualitztl is a first-generation P’urepécha/Cemanahuac Indigenous mother of two precious jades. She is a Ticitl, a healer, who is inspired by her children, guided by her elders, and walks alongside her Indigenous community. She is a doula with the Birthworkers of Color Collective, scientist, lactation educator, and activist fighting for reproductive and health justice in communities of color. BreastfeedLA is truly proud to have Yohualitztl as a graduate of their lactation education courses, former Baby Café support group facilitator, translator of our advocacy toolkits, and a current scholarship recipient in the clinical training program on her way to becoming an IBCLC. She will be co-facilitating a BreastfeedLA webinar on August 26th entitled, “Culturally Preserving Community-Centered Lactation Support for Brown Folks.”</p> <p>You can support changemakers like Yohualitztl by donating to my BreastfeedLA campaign today! Visit</p>	<p>Graphic 1 Graphic 2</p>

	<p>https://tinyurl.com/BFLA2022 - look for my face and name and donate today!</p> <p>#BFLA2022, #indigenoumilkmedicineweek, #indigenoumilkmedicine, #sacredfirstfood, #BFLA2022, #breastfeedla, #rootedincommunity</p>	
	<p>Here's a quote from a New Familia Baby Café mommy: <i>"I love the Chi Chi lounge and how welcoming you were. I love that it's a No Judgements Zone. It felt like I was around family which makes things easier for us new mamas. I also love the insight I received too. It's comforting to have support from BreastfeedLA and New Familia. These programs give me a sense of empowerment and allow me to challenge the norm about what's best for my baby."</i></p> <p>That's what's up! Culturally-congruent care rooted in respectful community is where it's at. BreastfeedLA is proud to partner with the wonderful @newfamiliahealth and @babycafeusa on lactation support groups where unique communities of birthing folks can feel welcome, safe, and centered: BIPOC, en español, teens, NICU families, and more.</p> <p>Donate to my #BFLA2022 campaign and show this partnership some love! https://tinyurl.com/BFLA2022 - look for my face and name, and donate today!</p> <p>#indigenoumilkmedicineweek, #indigenoumilkmedicine, #sacredfirstfood, #BFLA2022, #breastfeedla, #newfamilia</p>	<p>Graphic 1 Graphic 2 Graphic 3 Graphic 4</p>
<p>Asian American, Native Hawaiian, and Pacific Islander Week (Aug 15-21)</p>	<p>Happy Asian American, Native Hawaiian, and Pacific Islander Breastfeeding Week! Did you know how this week came about? The Asian Pacific Islander Breastfeeding Task Force, a task force made up of community advocates in LA county, including BFLA. How amazing is that? The theme for this week is "Telling our own stories. Elevating our voices". I am excited to help elevate the stories of the incredible folks in the AANHPI community.</p> <p>Support the work of BFLA and donate today! https://tinyurl.com/BFLA2022 #AANHPIbreastfeeding, #AANHPI, #BFLA2022, #breastfeedla</p>	<p>Graphic</p>

	<p>Meet BreastfeedLA Clinical Director Hannah Halliwell, IBCLC, ICCE! Hannah works every day to increase the number of safe spaces for women and children of color, particularly during major life transitions such as childbirth and early parenting.</p> <p>Hannah leads our Lactation Education & Clinical programs – curriculum, scholarship development, teaching classes, building relationships with IBCLC mentors and interns, and more.</p> <p>She welcomes lactation students from Day 1 with words like these: <i>“You belong here if... you want to be here. If you identify with a marginalized or vulnerable community. If you’re willing to invest in yourself. And if you’re willing to turn that investment in self, into an investment in your community.”</i></p> <p>And the intention is felt! Here is what a student had to say about Hannah: <i>“I am truly grateful to have you as my mentor and to be a part of this sacred space you have created during class.”</i> -Tina, Physician Assistant @ T.H.E. Clinic</p> <p>Elevate Hannah’s voice, and more importantly, the voices of her students and colleagues! Donate today! https://tinyurl.com/BFLA2022 #AANHPIbreastfeeding, #AANHPI, #BFLA2022, #breastfeedla</p>	Graphic
	<p>Kat’s Truth: <i>“I am a mother, community organizer, doula, CLES, BreastfeedLA clinical lactation student, and work full-time. My passion is in serving and empowering women and families of color in my community.</i></p> <p><i>I am currently co-facilitating the Dede Diner breastfeeding support group along with my wonderful mentor, Lynnette Bello, a Pinay IBCLC working in hospitals in our community. Through this group, I am able to connect with folks in my community to offer breastfeeding support and highlight the Filipino experience.</i></p> <p><i>Earlier this month, I completed my first hospital round as a BreastfeedLA clinical lactation student and it is such a powerful experience.</i></p> <p><i>Because of BreastfeedLA, I finally feel like I have a path and purpose. I found a community in BreastfeedLA that made</i></p>	Graphic

	<p><i>me feel seen and heard, and affirmed me in my breastfeeding journey. I hope to do the same for families as an IBCLC in my community.”</i></p> <p>Powerful truth from Katherine Conchada, CLES & co-facilitator of Dede Diner, BreastfeedLA past scholarship recipient, and current clinical lactation student.</p> <p>Support Katherine’s path, elevate her voice – and create opportunities for more amazing women like her! Donate at the link in my bio! https://tinyurl.com/BFLA2022</p> <p>#AANHPIbreastfeeding, #AANHPI, #BFLA2022, #breastfeedla, #nanay, #lactationconsultant</p>	
	<p><i>“The folks who’ve been attending Dede Diner @dededinerbabycafe regularly have expressed their gratitude for a space where they can share openly and ask questions, and know that we all have a mutual understanding of how our culture impacts breastfeeding and our experiences of motherhood in general. At the Philippine Independence Day event we attended recently (Kabataan Culture, Bellflower, 6/12), we had so many people come up to our table just to say thank you for creating this space, and that they wish it existed when they were breastfeeding. That was so encouraging to hear.”</i></p> <p>– Kat, co-facilitator of Dede Diner</p> <p>THIS! This right here is the change in action, folks! Dede Diner by BreastfeedLA and Baby Café @babycafeusa is a free weekly breast/chestfeeding support group where all are welcome and the Filipino experience is centered. Please support it! Link in bio and https://tinyurl.com/BFLA2022</p> <p>#AANHPIbreastfeeding, #AANHPI, #BFLA2022, #breastfeedla, #babycafeusa, #filipinx, #filipina, #filipino, #nanay, #anak</p>	<p>Graphic</p>
<p>Black Breastfeeding Week & Campaign End (Aug 25-31)</p>	<p>Happy Black Breastfeeding Week! Meet Nakeisha Robinson, LMFT, – President of BreastfeedLA Board of Directors and African American Infant and Maternal Mortality (AAIMM) Initiative Consultant @blackinfantsandfamiliesla, Division of Maternal, Child, & Adolescent Health for the L.A. County Department of Public Health.</p>	<p>Graphic 1 Graphic 2</p>

	<p>Here is what Nakeisha says: <i>“I give because they bring culturally relevant professional development opportunities to the lactation community. I give because they consistently offer lactation education scholarships for Black, Indigenous, and People of Color. I give because representation and inclusivity in health care and infant feeding matter. BreastfeedLA is equity in action, and I’m all in for that.”</i></p> <p> YES! Ditto. All of that. Join me in honoring and amplifying Nakeisha’s truth by supporting her work with BreastfeedLA! Donate today at https://tinyurl.com/BFLA2022</p> <p>#BBW22, #BBW10Years, #blackbreastfeedingweek, #BFLA2022, #breastfeeding, #chestfeeding</p>	
	<p>Meet Jennifer Roberson, BreastfeedLA’s amazing Education Coordinator & Administrative Manager, and facilitator of the African American Infant and Maternal Mortality Initiative (AAIMM) Baby Café breastfeeding support group. Jennifer is responsible for BreastfeedLA’s robust continuing education offerings – subject selection, speaker relations, master scheduling, certification programs, marketing, and more. The most recent webinar Jennifer organized is, “Preserving Community-Centered Lactation Support for Brown Folks.”</p> <p>She is also on her path towards becoming an IBCLC through BreastfeedLA’s clinical lactation program. Jennifer is in a class by herself, but we need and want more and more folks like her serving families all across LA County and beyond! Uplift Jennifer and all Black lactation advocates by supporting BreastfeedLA today! Donate at https://tinyurl.com/BFLA2022</p> <p>#BBW22, #BBW10Years, #blackbreastfeedingweek, #BFLA2022, #breastfeeding, #chestfeeding</p>	<p>Graphic</p>
	<p>Meet Aqueelah, IBCLC, WIC Designated Breastfeeding Expert, lactation education instructor, and board member for BreastfeedLA! Superwoman!</p> <p>Aqueelah Russell is an International Board Certified Lactation Consultant and Childbirth Educator who has over 15 years experience advocating for reproductive justice and the rights to an equitable birthing experience in her community. Currently, she is the Designated Breastfeeding Expert for the Antelope Valley Medical Center WIC Program.</p>	<p>Graphic</p>

	<p>There she provides breastfeeding support to high-risk infants along with staff training and community outreach. She also has taught Lactation Education Specialist classes for BreastfeedLA, and is an at-large Board member. In her private practice, Nennies Lactation Consulting, she provides compassionate and empowering breastfeeding and childbirth support to families. As a mother of two breastfed children, she understands the importance of promoting breastfeeding as the optimal feeding choice for infants. Her motto is <i>“Every Drop is a Gift!”</i></p> <p>I couldn’t agree more, Aqueelah. And people like Aqueelah are gifts in all communities. Join me in supporting her work with BreastfeedLA! Donate at https://tinyurl.com/BFLA2022</p> <p>#BBW22, #BBW10Years, #blackbreastfeedingweek, #BFLA2022, #breastfeeding, #chestfeeding</p>	
	<p>Milan Spencer, MPH, MCHES, CLEC is Manager of Workforce Development and Partnership for @blackmamasmatter and is on the Executive Committee for the BreastfeedLA Board of Directors.</p> <p><i>Milan’s Truth: “I wasn’t sure if I would have access to an IBCLC who looked like me, a Black woman, and understood what I would need, but I knew for certain that I would have myself. And I knew that was enough. Lactation professionals are critical pieces to the support network of breastfeeding families. Together we can continue this work and continue to uplift those who need it most. I am enough. You are enough. We are enough.”</i></p> <p>There are many opportunities for healing, triumph, and empowerment on the breast/chestfeeding journey... often so much of it matters on who we meet along the path. Celebrate Black Lactation Professionals!</p> <p>Support voices like Milan’s, and the Black lactation students and graduates in the BreastfeedLA education and clinical programs! Donate at https://tinyurl.com/BFLA2022 #BBW22, #BBW10Years, #blackbreastfeedingweek, #BFLA2022, #breastfeeding, #chestfeeding, #blackmamasmatter</p>	<p>Graphic</p>
	<p>Happy (end of) Black Breastfeeding Week and National Breastfeeding Month! Together we DID great things. Thank you so much for your support! For reading and reacting to</p>	<p>Graphic</p>



	<p>my posts, for donating so generously, and for sharing and spreading the word. I can't wait for BreastfeedLA to share the final amount raised. Thank you, everyone! It's never too late to donate! https://tinyurl.com/BFLA2022</p> <p>#BFLA2022, #breastfeeding, #chestfeeding</p>	
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