Mothers’ Milk Bank Brochures - customize them!

Have you noticed the blank space on the back of the Mothers’ Milk Bank (MMB) Donate Milk brochures? That’s for you to customize - over print, stamp or sticker with YOUR contact info, address, phone.

World Breastfeeding Week

World Breastfeeding Week is celebrated every year from August 1st - 7th all over the globe to encourage breastfeeding and improve the health of babies around the world.

The theme for 2018 World Breastfeeding Week (WBW) has been announced - *Breastfeeding: Foundation of Life*. ILCA is partnering with organizations around the globe to promote the role that breastfeeding plays in valuing our well-being. This year's WBW theme is on Nutrition, Food Security and Poverty Reduction. With this slogan, Breastfeeding: Foundation of Life, #WBW2018 goals are to prevent malnutrition in all its forms, ensure food security even in times of crises and break the cycle of poverty. Breastfeeding is a universal solution that levels the playing field, giving everyone a fair start in life. It improves the health, well-being and survival of women and children around the world. For more information on WBW2018, visit: [http://worldbreastfeedingweek.org/](http://worldbreastfeedingweek.org/)

Mothers’ Milk Bank and Rocky Mountain Children’s Health Foundation are sponsoring a Big Latch On event through our Baby Cafe on August 3, 2018 at 10:00 AM MST at our site located at 5394 Marshall Street, Suite 400, Arvada, CO 80002. Global Big Latch On events take place at registered locations around the world, where people gather together to breastfeed and offer peer support to each other. Their friends, family and community join this celebration to promote and support breastfeeding. Breastfeeding or pumping mothers are encouraged to come to MMB and join other mothers in this great event. To learn more about the Big Latch On, visit: [https://biglatchon.org/](https://biglatchon.org/)

ANNOUNCING CERTIFIED LACTATION COUNSELOR TRAINING

Mothers’ Milk Bank is sponsoring a Certified Lactation Counselor Training presented by Healthy Children Project Center for Breastfeeding October 15-19, 2018 at the Community First Foundation in Arvada, CO 80003. SCHOLARSHIPS ARE AVAILABLE! Visit our website to learn more: [https://rmchildren.org/mothers-milk-bank/clc-training/](https://rmchildren.org/mothers-milk-bank/clc-training/)
Media Story!

Last month our milk Donation & Outreach Center in Cheyenne, WY at Cheyenne Regional Hospital was featured in a wonderful news story about one of our amazing milk donors! Your DOC can have a story like this too! Contact Christine Patoff, Director of Communications & PR, to find out how: Christine.Patoff@rmchildren.org.

Social Media Savvy

Need help with social media? Here are some tips that we have found effective:

- **Like us on Facebook!** [https://www.facebook.com/milkbankcolorado/](https://www.facebook.com/milkbankcolorado/) We post plenty of fun and interesting photos and articles about non-profit milk donation, milk donor stories, interesting news, etc., so please feel free to reuse our content and share it with your audience on your own page.
Tag us! If you're creating your own content on Mothers' Milk Bank and donor human milk, please tag us in it (@MilkBankColorado) and we'll interact and share your post. This offers great cross-promotion opportunities and doubles our reach to different audiences.

Ads: If you're hosting a special event or have a really exciting announcement, consider boosting a post or placing a Facebook Ad. This can be done through the 'manage ads' tab in your Facebook account. Make sure to tailor the geographic targeting and demographic settings to meet your needs to reach your specific audience i.e. new moms, interested in breastfeeding, ages 24 - 39, etc.

Have a clear, concise call-to-action - invite them to learn more about donor human milk, how they can become an approved milk donor, attend an event, etc. You can direct them to your own website if you have information listed on being a milk donation center. Or feel free to direct them to our site: www.milkbankcolorado.org.

Talkies: Videos are the trending new content for today's social media audience. Film a behind-the-scenes video from your phone or GoPro of your facility, film a milk donor dropping off milk with her little one, explain the benefits of donor human milk, etc.

Keep it positive, fun and light-hearted - the use of donor human milk in NICUs is very sobering and should be taken seriously, so use your best judgment, but most of your posts should be kept light and pleasant.

Snazz Up Your Photos: Always try to post hi-res photos. And add text or graphics to your images with free software like Canva.

Share! Make sure you have a good mix of content by sharing user-generated content from fans/community partners and do your research and post timely news articles relating to donor human milk, milk banks, breastfeeding and tie it back to your donation and outreach center and Mothers' Milk Bank. Quotes, testimonials, studies, facts, etc. are always a good idea!

We have more ideas - just ask!

All the best,

Laraine Lockhart Borman
Director of Mothers' Milk Bank Outreach

STAY CONNECTED: