



Indigenous Milk Medicine Week

Native Breastfeeding Coalition of Wisconsin
August 8th-14th, 2022



“Strengthening our Traditions: From Birth and Beyond”



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About Indigenous Milk Medicine Week

Indigenous Milk Medicine Week
(originally know as Native Breastfeeding Week)
was created in 2019. The mission of Indigenous Milk Medicine week is to reflect the diversity of Native Breast/chestfeeding experiences and/or encourage and uplift visibility of Native Breastfeeding experiences. Native breastfeeding and chestfeeding is a way to reclaim traditional feeding practices and body sovereignty.





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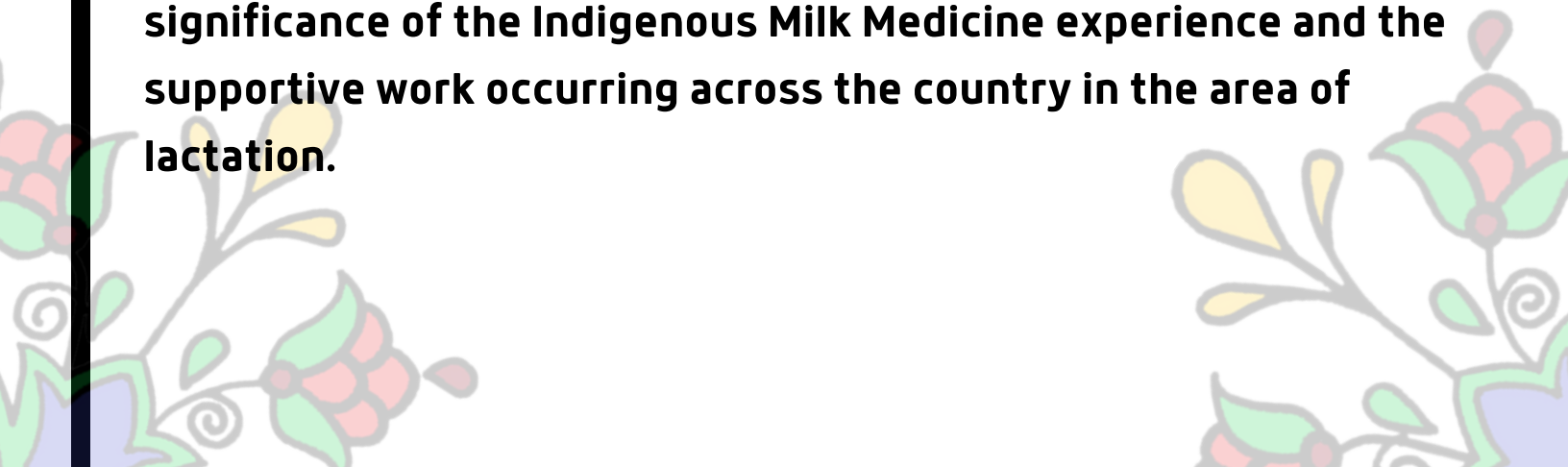
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In 2021, we transitioned from Native Breastfeeding Week to Indigenous Milk Medicine Week. The new title Indigenous Milk Medicine Week is important for many reasons:

- Using inclusive language to represent the many breast/chestfeeding experiences
- Highlighting the nutritional significance and healing properties of Indigenous milk
- Emphasizing the traditional practice of Indigenous milk as the First Food for all infants

Each year our coalition selects a message to express the significance of the Indigenous Milk Medicine experience and the supportive work occurring across the country in the area of lactation.





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The 2022 theme is "Strengthening Traditions: From Birth and Beyond." It highlights the bonds of our traditions and the impact that indigenous milk has on our mind, body and spirit from birth and beyond. This theme reminds us that breast/chestfeeding is not just a topic that impacts families during the pregnancy and postpartum period but emphasizes that we all play a role in supporting indigenous milk. There isn't a timeline for when children cease to need indigenous milk medicine. We seek the knowledge of our Elders to continue the tradition of offering Indigenous milk.





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This toolkit includes five key messages to reflect the theme of IMM Week. Feel free to use these images on your social media or other applications during the week. Other activities to consider for the week:

- **Post an up-to-date list of local lactation resources on your social media or website. Create a paper copy to share in face-to-face interactions.**
- **Set up a display/booth at your organization with breastfeeding education materials and resources.**
- **"Acts of Kindness" Challenge: Ask community members to complete tasks for breastfeeding families. Log and turn in for small prizes.**
- **Post benefits of breastfeeding and list of benefits that Indigenous milk provides.**
- **Ask for breastfeeding success stories related to mom's or baby's health.**
- **Ask an Elder for their story about breastfeeding.**
- **Ask breastfeeding families to provide helpful suggestions and/or words of encouragement to post on social media or create a display for a lobby or booth.**
- **Post on social media the benefits of skin to skin.**
- **Create a post that highlights the importance of the partner/dad and dad/partner's role in skin to skin.**



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**Support for a family during lactation is vital.
We can all lend a hand to support
breast/chestfeeding.**



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Skin to skin during feedings leads to a strong milk supply by increasing prolactin levels and creating a strong bond.



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It may not be easy at first and it might take time for you and baby to learn. But, the bonding and health benefits are worth the effort.



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**Breastmilk provides valuable nutrition and
disease prevention during breastfeeding and
beyond.**



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**The wisdom of our Elders is priceless in
maintaining the traditional practice of
breastfeeding.**



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Contact us:

Email: nativebfcoalition@glitc.org

Facebook: Native Breastfeeding Coalition of Wisconsin

**Instagram: Native BF Coalition of WI
(@nativebfcoalitionwi)**

Twitter: NBCofWisconsin

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