

# Breastfeeding Messages: Development and Review

Text4baby is a program of the National Healthy Mothers, Healthy Babies Coalition, an organization that has supported mothers to breastfeed through its education and advocacy efforts since its founding in 1981. The Coalition has been a member of the U.S. Breastfeeding Committee since its inception, developed the first educational brochure on working and breastfeeding in 1997, and has continued to communicate relevant scientific research to those working at the national, state, and local levels. Most recently, the Coalition's commitment to breastfeeding support and promotion is present in the content of text4baby messaging to pregnant women and mothers of babies under age one.

## Text4baby Breastfeeding Content

Text4baby messages are developed in collaboration with a number of medical, public health and breastfeeding experts to ensure that content is medically accurate and communicates a positive and encouraging tone. To make sure that these criteria are met, the Coalition established a breastfeeding committee that reviews messages, provides guidance on topics and timing of critical breastfeeding messages, and assesses external feedback. The members of our text4baby breastfeeding committee are as follows:

- M. Jane Heinig, PhD, IBCLC, Director, Human Lactation Center and Academic Administrator, Department of Nutrition, University of California, Davis
- Juliette Kendrick, MD, Medical Epidemiologist, Division of Reproductive Health, Centers for Disease Control and Prevention (CDC)
- Ruth A. Lawrence, MD, FAAP, FABM, distinguished Professor of Pediatrics and OB/GYN, University of Rochester School of Medicine and Founder, Academy of Breastfeeding Medicine
- Katherine Shealy, MPH, IBCLC, RLC, Public Health Advisor, Division of Nutrition, Physical Activity, and Obesity, Centers for Disease Control and Prevention (CDC)
- Amy Spangler, MN, RN, IBCLC, President, baby gooroo; Former President, International Lactation Consultant Association; and Former Chair, United States Breastfeeding Committee

**"Breastfeeding is vitally important for baby's health, but may not be easy for a new mother. Text4baby provides important breastfeeding information and encouragement during important milestones in the first year of a baby's life."**

Ruth A. Lawrence,  
MD, FAAP, FABM

The text4baby breastfeeding messages have also been reviewed by the American Academy of Pediatrics, the Health Resources and Services Administration's Maternal and Child Health Bureau, *Eunice Kennedy Shriver* National Institute of Child Health and Human Development (National Institutes of Health), state and local health departments, and breastfeeding coalitions.

For more information about the message development and review process for the comprehensive set of text4baby messages, please see our fact sheet, **Text Messages: Development and Review**.

## Text4baby Breastfeeding Messages

### Pregnancy

- Week 25:** Are you thinking about breastfeeding? Breast milk is the best food for babies. To learn more about breastfeeding, call 800-994-9662.
- Week 26:** Did you know that if you qualify, WIC can help you with breastfeeding? To find a local WIC office, call 800-311-2229.
- Week 31:** There are few conditions keeping moms from breastfeeding. But moms with HIV should not breastfeed. Talk to the Dr if you're unsure of your HIV status.
- Week 33:** Premature babies need extra help with breastfeeding. Even if your baby can't breastfeed at first, she can still be fed your pumped milk.
- Week 39:** Help protect your baby from illnesses like the flu. Breastfeed right after Baby's born. Your milk can help fight disease & protect your baby.
- Week 40:** 40 weeks-you made it! Ask the hospital staff for help with breastfeeding. For help at home, call the National Breastfeeding Helpline: 800-994-9662.
- Week 40:** Soon you'll meet your baby! Did you know that if you qualify, WIC can help you with breastfeeding? To find a local WIC office, call 800-311-2229.

### Infant

- Week 2:** Your baby may tell you he's hungry by sucking his hands or smacking his lips. Get more feeding tips from Nat'l Women's Health Info Ctr: 800-994-9662.
- Week 7:** Back to work? At work, you have the right to pump milk to save for later. Breastfeeding helps you & your baby re-connect at the end of each work day.
- Week 8:** Medicine U take while breastfeeding may enter your milk. Ask a Dr, midwife (CNM/CN) or lactation consultant before taking meds. Or call 866-626-6847.
- Week 13:** Are you breastfeeding, Mom? Great job! Breast milk is the best food for baby. Questions? Call the National Breastfeeding Helpline at 800-994-9662.
- Week 18:** Is baby suddenly hungry all the time? He may be having a growth spurt! Follow your baby's lead & nurse often. Feeding will be back to normal soon.
- Week 24:** Even if you get sick, you can keep breastfeeding baby. Worried? Ask your Dr., lactation consultant or call Nat'l Breastfeeding Helpline: 800-994-9662.
- Week 28:** Help baby grow strong and thrive! Even if your baby is eating solid foods, it's great to keep breastfeeding until at least age 1.
- Week 50:** If you've breastfed for a year, you may want to keep going. You and your child will still get lots of great benefits!

**"I got a few texts about breastfeeding and learned how much it can help my baby. I talked about it with my doctor and ended up breastfeeding and pumping for almost a year after she was born." Text4baby mom, Chicago**

For more information about the text4baby program, visit [www.text4baby.org](http://www.text4baby.org)

