



New Mexico Breastfeeding Task Force

For Immediate Release

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### **August is New Mexico National Breastfeeding Month**

**Albuquerque, NM:** August is National Breastfeeding Month. In New Mexico, our theme this year is “Reclamation begins with skin to skin.” This phrase is intended to honor the healing power of breastfeeding/chestfeeding, as well as acknowledge the many injustices that have caused harm over generations to countless New Mexicans. The New Mexico Breastfeeding Task Force, in collaboration with New Mexico DOH PRAMS, Brindle Foundation, Bold Futures, New Mexico Doula Association, Navajo Nation Breastfeeding Coalition, Black Health New Mexico and New Mexico Asian Family Center, aim to provide support and awareness around breastfeeding/chestfeeding for all New Mexicans.

National Breastfeeding Month is marked by five weeks:

Week 1 (August 1-7): World Breastfeeding Week: *Enabling Breastfeeding: Making a difference for working parents.*

Week 2 (August 8-14): Indigenous Milk Medicine Week: *From the stars to a sustainable future.*

Week 3 (August 15-21): Asian American Native Hawaiian and Pacific Islander Breastfeeding Week: *Telling Our Stories, Lifting Our Voices.*

Week 4 (August 25-31): Black Breastfeeding Week: *Celebrating connection and our communities.*

Week 5 (September 5-11): *Lactancia Latina*

On the importance of National Breastfeeding Month, Monica Esparza of the New Mexico Breastfeeding Task Force says, “Unfortunately, many families experience barriers to achieving their own breastfeeding or chestfeeding goals. For families who are not able to provide their own human milk, human donor milk should be available, as well as policies that support family success, including the Family Medical Leave Act.” She also notes that there should be education and support for families who choose to formula feed.

More information about the different events happening in local communities, virtual events happening state and nationwide, and resources for families and providers are available at [www.breastfeedingnm.org](http://www.breastfeedingnm.org).

**About New Mexico Breastfeeding Task Force:** The purpose of NMBTF is to bridge the gap in breastfeeding/chestfeeding disparities by ensuring all families have the support they need to reach their breastfeeding/chestfeeding goals. A breastfeeding/chestfeeding culture includes all forms of feeding human/mother’s milk, including pumping, donor milk feeding, and milk sharing. The mission of NMBTF is to create environments in which lactation is the norm and human milk is available to all infants and children. ###