



Latina/Chicana Lactation Taskforce

Alameda County Breastfeeding Coalition

Social Media Toolkit

Kit de herramientas de redes sociales

Breastfeeding Awareness Month

Mes de Concientización sobre la Lactancia Materna

August 2022 / agosto 2022

Funded by [Friends of La Leche League](#) Mini-Grant

The mission of the Friends of La Leche League is to support La Leche League as a resource and inspiration for future generations, encourage lifelong connections with the LLL community, and share the insights and wisdom that began with the breastfeeding relationship.

Introduction

Breastfeeding behavior is influenced by a mother's social network, regardless of their race or social network type. Advice from social networks and peers is one of the most common reasons given for decisions about infant feeding, creating either barriers to breastfeeding or sources of encouragement. Having even one supportive example within a social network can enable a mother to resist opposing messages, even when breastfeeding is not the norm within their social group.

Studies involving low-income Latina women found that mothers receiving peer support were more likely to initiate breastfeeding and continue to breastfeed at 1 and 3 months postpartum than those who received only routine breastfeeding support. Peer support programs, such as the Women Infants and Children (WIC) Loving Support Breastfeeding Peer Counselor program, modeled after La Leche League, offer culturally appropriate mother-to-mother help to address personal barriers to breastfeeding and assist them in preventing and managing breastfeeding problems.

The social media videos in this toolkit were developed by Latinx WIC Breastfeeding Peer Counselors, experienced community Lactation Specialists and other community partners through the Alameda County Latina/Chicana (LatCh) Lactation Taskforce with funding support by the Friends of La Leche League. The videos reflect some of the most effective messages the Peer Counselors share with mothers for some of their most common barriers. Using the TikTok platform they have produced video content for six topics offering three languages for each: English, Spanish and Mam.

We hope you will share their work with your social networks so that together we may ensure all Latinx mothers can find and share positive and effective breastfeeding peer support in their social networks. We look forward to hearing about your experience with these videos.

Sincerely,

The LatCh Lactation Taskforce

Introducción

El comportamiento de la lactancia de una madre está influenciado por sus redes sociales, independientemente de su raza o tipo de red social. La razón más común que se da para tomar decisiones sobre la alimentación infantil es el consejo de las redes y sus seguidores, esto puede crear barreras para la lactancia materna o pueden ser fuentes de apoyo. Tener incluso un ejemplo de apoyo dentro de una red social puede permitir que una madre se resista a los mensajes opuestos, incluso cuando la lactancia materna no es lo normal dentro de su grupo social.

Los estudios que involucraron a las mujeres latinas de bajos ingresos encontraron que las madres que recibieron el apoyo de compañeras tuvieron más probabilidad de iniciar la lactancia materna y continuar amamantando a 1 y 3 meses después del parto comparado con las madres que recibieron solo el apoyo de amamantar rutinario. Los programas de apoyo entre compañeras, como el programa de Consejeras de Lactancia Materna, que es parte de el Programa Especial de Nutrición Suplementaria para Mujeres, Bebés, y Niños (WIC), modelado de La Liga de Leche, ofrecen ayuda culturalmente apropiada a las madres. Ellas aconsejan sobre las barreras personales de amamantar y asisten en prevenir y manejar los problemas de lactancia.

Los videos de redes sociales en este equipo de herramientas fueron desarrollados por Consejeras Latinx de Lactancia Materna de WIC, asesoras de la lactancia profesionales de la comunidad y otros socios comunitarios a través del Grupo de Trabajo de Lactancia Latina/Chicana (LatCh) del condado de Alameda con el apoyo financiero de Amigos de La Liga de Leche. Los videos reflejan algunos de los mensajes más importantes que las Consejeras de Lactancia Materna comparten con las familias para resolver algunas de las barreras más comunes. Usando la plataforma TikTok, las Consejeras han producido videos sobre seis temas, ofrecidos en tres idiomas: inglés, español y mam.

Esperamos que distribuyan estos trabajos en sus redes sociales para que juntos podamos asegurarnos de que todas las madres latinas puedan encontrar y compartir en sus redes sociales el apoyo positivo y efectivo de amamantar. Esperamos escuchar acerca de su experiencia con estos videos.

Sinceramente,

The LatCh Lactation Taskforce

Peer Counselor Videos

The following table includes the list of current videos by name, including the scripts of the video content as provided in English and Spanish. We have also included suggested captions in English and Spanish for each video. You may need to modify the caption length to fit your platform needs.

LatCh recommends the following caption be included with any of the videos:

English: “Contact your local La Leche League or WIC program for lactation support.”

Spanish or Mam: “Contacte su programa local de LLL o WIC para apoyo con la lactancia.”

Video	English Script	Spanish Script	Captions
<p>Colostrum</p> <ul style="list-style-type: none"> • English Video Link • Spanish Video Link • Mam Video Link 	<p>Colostrum</p> <ul style="list-style-type: none"> • the first milk that baby needs in the first few days • stomach size = cherry • breastfeed 10-12+ times in 24hrs • colostrum is the only milk baby needs in the first few days • It is very little but very powerful 	<p>Calostro</p> <ul style="list-style-type: none"> • la primera leche que necesita tu bebé en los primeros días • Tamaño del estómago = cereza • amamantar 10-12+ veces en 24 horas • Calostro es lo único que necesita tu bebé en los primeros días • Es muy poquito pero muy poderoso 	<p>Colostrum</p> <p>A baby’s stomach grows from the size of a cherry to the size of a walnut in the first 3 days of life. Since infant’s stomach is so small, they only need a small amount of colostrum 10-12+ times per 24 hours. Colostrum is high in antibodies, protein, and vitamins!</p> <p>Calostro</p> <p>El estómago de un bebé crece del tamaño de una cereza al tamaño de una nuez en los primeros 3 días de vida. Dado que el estómago del bebé es tan pequeño, solo necesita una pequeña cantidad de calostro de 10 a 12 veces en 24 horas. ¡El calostro es rico en anticuerpos, proteínas y vitaminas!</p>

<p>Milk Supply</p> <ul style="list-style-type: none"> • English Video Link • Spanish Video Link • Mam Video Link 	<p>Production of breast milk.</p> <ul style="list-style-type: none"> • Our body is capable of producing all the milk our baby needs • It is normal for the baby to ask for the breast very often (10 to 12 + times in 24 hours) • It does not mean that your milk is not enough for the baby • Your baby is growing and will eat frequently • Breastfeeding, a lot of breastfeeding will help to produce more milk • Our body is capable of producing all the milk our baby needs 	<p>Producción de leche materna.</p> <ul style="list-style-type: none"> • Nuestro cuerpo es capaz de producir toda la leche que necesita nuestro bebé. • Es normal que el bebé pida pecho muy seguido (10 a 12 + veces en 24 horas.) • No quiere decir que su lechita no es suficiente para el bebé • Su bebé está creciendo y va a comer frecuentemente. • Tetita, mucha tetita ayudara a producir mas leche. • Nuestro cuerpo es capaz de producir toda la leche que necesita nuestro bebé. 	<p>Production of breast milk.</p> <p>To establish and maintain enough milk supply for your new baby, it is important to nurse 10-12+ times in 24 hours. When babies feed frequently (“cluster feed”) they signal to your body that they will soon need more milk. If baby is growing well, there is no need to worry that your milk is not enough!</p> <p>Producción de leche materna.</p> <p>Para establecer y mantener suficiente volumen de leche para su nuevo bebé, es importante amamantar 10-12+ veces en 24 horas. Cuando los bebés se alimentan con frecuencia, le indican a su cuerpo que pronto necesitarán más leche. Si el bebé está creciendo bien, ¡no hay necesidad de preocuparse de que su leche no sea suficiente!</p>
<p>Engorgement</p> <ul style="list-style-type: none"> • English Video Link • Spanish Video Link • Mam Video Link 	<p>Engorgement</p> <ul style="list-style-type: none"> • Engorgement signs: hard, swollen breasts, painful and tender to touch, no milk flow • It’s common in the early stage of breastfeeding between day 2-5 and can occur at other times • Using cold compresses can ease pain and inflammation • If you need to relieve some pressure hand expressing small amounts can help soften the darker part of the breast to allow baby a deeper latch. • Use 2/3 fingers pushing firmly steadily against chest wall. Rotate around the areola. 	<p>Congestión de los senos</p> <ul style="list-style-type: none"> • Síntomas de congestión: Senos duros, hinchados, doloroso y delicados al tocar y no sale leche • Comúnmente pasa durante los días 2 y 5 de postparto, y puede ocurrir en otra etapa • El usar compresas frías alivia el dolor y la inflamación • Al expresar a mano pequeñas cantidades de leche, puede ayudarle a ablandar la areola del seno y así el bebé se agarrar. • Usando dos o tres dedos presione firmemente y hacia las costillas; rote los dedos alrededor de la areola esto le permitirá al bebé agarrarse. 	<p>Engorgement</p> <p>Especially in the early days after delivery, breasts can become swollen and painful because of a normal process of transition. Reverse pressure softening, cool compresses, hand expression and gentle massage can help you stay more comfortable.</p> <p>Congestión de los senos</p> <p>Especialmente en los primeros días después del parto, los senos pueden hincharse y doler debido a un proceso normal de transición. El ablandamiento con presión firme, las</p>

	<p>The goal is to soften the nipple pushing fluid away to allow baby for a better latch.</p> <ul style="list-style-type: none"> • Avoid pumping as it can result in overproduction of milk supply and it can also increase the swelling • (Feeding 10-12 times a day) 	<ul style="list-style-type: none"> • Evitar usar una bomba porque resultará en producir más leche y aumentar la hinchazón. • Ofresca del pecho de 10 a 12 veces en 24 horas 	<p>compresas frías, y expresar a mano pueden ayudarla a sentirse más cómoda.</p>
<p>Latching Baby to the Breast</p> <ul style="list-style-type: none"> • English Video Link • Spanish Video Link • Mam Video Link 	<p>Tips for a good latch</p> <ul style="list-style-type: none"> • Nipple to nose • Mouth open wide • Fingers away from the areola • To achieve a deep and comfortable latch • Baby receives more milk and doesn't cause nipple pain 	<p>Consejos para un buen agarre</p> <ul style="list-style-type: none"> • Consejos para un buen agarre • Pezón a nariz • Boca bien abierta y ancha • Los dedos tienen que estar retirados de la areola • Para lograr un agarre perfecto y profundo • Bebé recibe mas leche y no duele el pezón 	<p>Latching Baby to the Breast</p> <p>It takes practice to get a good latch! Follow these tips to help your baby. A deep latch will allow your baby to get enough milk and your body to get the important signals to produce milk.</p> <p>Agarre al bebé al pecho</p> <p>¡Se necesita práctica para conseguir un buen agarre! Siga estos consejos para ayudar a su bebé. Un agarre profundo permitirá que su bebé obtenga suficiente leche y que su cuerpo reciba las señales importantes para producir leche.</p>

<p>Prevent nipple pain</p> <ul style="list-style-type: none"> • English Video Link • Spanish Video Link • Mam Video Link 	<p>Prevent nipple pain</p> <ul style="list-style-type: none"> • How to prevent nipple pain and making sure baby latches on most of the areola. • Remember not to have your fingers on your areola and stimulation is very important because if you only offer your breast like this baby will latch only on the tip and will cause nipple pain. • So, remember to stimulate from nose to mouth so baby can smell the breast milk and open wide like a yawn and latch on most of the areola. • A deep latch will prevent sore nipples, helps your breast make more milk, and make sure baby gets enough milk 	<p>Prevenir pezones cortados</p> <ul style="list-style-type: none"> • Como prevenir pezones cortados y que tu bebé se agarra corectamente en casi toda la areola. • Recuerda no tener tus dedos cercas de la areola y la estimulacion es muy importante porque si nomas le ofreces el pecho asi, se va prender en la punta y vas a sufrir de pezones cortados. • Ahora recuerda estimular de la nariz asi la boca para para que tu bebé pueda oler la leche y abra bien grande como si esta boztezando y se agarrar en casi toda la areola. • Un buen agarra es importante para prevenir pezones cortodas, para hacer mas leche y para que el bebé coma suficiente leche 	<p>Prevent nipple pain</p> <p>Shallow latch is a common reason for nipple pain. A deep latch is important for your baby to get enough milk and for your body to get the important signals to keep producing milk.</p> <p>Prevenir pezones cortados</p> <p>El enganche superficial es una razón común para el dolor del pezón. Un agarra profundo es importante para que su bebé obtenga suficiente leche y para que su cuerpo reciba las señales importantes para seguir produciendo suficiente leche.</p>
<p>Crying Second Day of Life</p> <ul style="list-style-type: none"> • English Video Link • Spanish Video Link • Mam Video Link 	<p>Baby crying more on the second day of life?</p> <ul style="list-style-type: none"> • Am I enough for my baby? • Do I produce enough breast milk? • Why doesn't my baby want to breastfeed? • Why does my baby cry so much? • Do I need to give my baby formula? • Am I alone? <p>Contact your La Leche League or WIC!</p> <ul style="list-style-type: none"> • Crying is common and normal • It's how babies communicate their needs • For enough breast milk breastfeed 10-12+ every 24 hours • Put baby skin to skin often • Seek support! 	<p>Bebé llorando más en el segundo día de vida?</p> <ul style="list-style-type: none"> • ¿Soy suficiente para mi bebé? • ¿Produzco suficiente leche materna? • ¿Por qué no quiere amamantar? • ¿Porque mi bebé llora tanto? • ¿Necesito dar formula? • ¿Estoy sola? <p>Contacta La Leche League or WIC!</p> <ul style="list-style-type: none"> • El llanto es común y normal • Es como los bebés comunican lo que necesitan • Para suficiente leche, amamante 10-12+ veces cada 24 horas • Pon el bebé piel a piel • Busca ayuda! 	<p>Crying Second Day of Life</p> <p>It is common for a baby to cry more or be fussier on day two! It doesn't mean that you or your milk aren't enough. Reach out to family, friends, or community resources for support! Take a deep breath, this day will pass.</p> <p>Llorando en el segundo día de vida</p> <p>¡Es común que un bebé lllore más o esté más irritable el segundo día! No significa que usted o su leche no sean suficientes. ¡Comuníquese con familiares, amigos o recursos comunitarios para obtener apoyo! Respira hondo, este día pasará.</p>

LatCh TikTok Platform: Latch_Lactation

Latina Chicana (LatCh) Lactation Taskforce Peer Counselors use TikTok for social media and created the [Latch_Lactation](#) TikTok site to create and share these videos. If you are one of the one billion people currently using TikTok as a social media platform, please connect to the videos at [Latch_Lactation](#).

If you plan to share the videos on platforms other than TikTok, please use the video links provided in the table above and add **#latinachicanalactation** to help us track the sharing of our messages.

Hashtags

Hashtags are a way of grouping social media conversations together. A hashtag has the “pound sign” (#) followed by text with no spaces or punctuation. Although you can use both upper and lowercase letters for clarity, hashtags are not case sensitive.

Although some social media platforms like Instagram may allow for up to 30 hashtags, excessive hash tagging is the equivalent of spam. Best practice recommends keeping hashtags on-topic to your photo or post.

***Tip:** Some users find hashtags within sentences to be annoying or distracting. Consider putting them at the end of your post or added to the first comment instead.*

Please use #latinachicanalactation to link to our work.

Our English videos use the following hashtags: #latinachicanalactation #momlife #newborn #learning #stepupforbreastfeeding #normalizebreastfeeding #wbw2022

Our Spanish and Mam videos use the following hashtags: #latinachicanalactation #mamaybebé #reciennacido #momentosunicos #lactanciamaterna #amamantar #wbw2022

Here is a list of **top-performing hashtags by industry** for the past 8 weeks on Instagram. Top-performing means highest ranking in the industry.:

- **Family/Children** — #momlife #parenting #baby #motherhood #family #kids #parenthood #newborn #toddler
- **Education** — #education #learning #inspiration #motivation #community #mindset #teaching #school
- **Health/Wellness** — #wellness #health #selfcare #mentalhealth #fitness #healthylifestyle #selflove #nutrition #healthyliving #healthy

You might also want to use **World Breastfeeding Week's** hashtags in some instances to get visibility among global peers: #worldbreastfeedingweek #stepupforbreastfeeding #wbw2022 #waba

Spanish hashtags that might work for your campaign: #momentosunicos #lechematerna #lactancia #lactanciaexclusiva #maternidad #lactanciamaterna #mamaybebé #lactanciamaternaexclusiva #amamantar #oroliquido #colostro #reciennacido

These are the hashtags that have performed best for the **California Breastfeeding Coalition** over the past 8 weeks: #babyfriendly #babyfriendlyusa #california #infantfeeding #lactationeducation #maternalhealth #newparentsupport #normalizebreastfeeding

Text Messages

Many Peer Counselors and others who promote and support breastfeeding are using text messaging to share useful information with the families they serve. They have learned that it is always important to identify yourself as the sender of the message, by either opening with a greeting and your name/program or sending a greeting text first to alert the recipient that another text is on the way with video content. This hopefully prevents the recipient from mistaking your text for spam and blocking the number!

For example: “Hi, this is ____ your WIC Peer Counselor. I am sending you a video link you might find helpful.”

“Hola, soy ____ su consejera de lactancia de WIC. Le mando un enlace de video que le puede ayudar”

Video	English Text	Spanish Text
Colostrum – Early Milk	Just had your baby and have little milk? Check out this video!	Ya nació su bebé y no tiene leche? Mire este video!
Milk Supply	Don't think you have enough milk? Check out this video!	No tiene suficiente leche? Mire este video!
Engorgement	If your breasts are engorged, check out this video!	Si sus pechos están duros y congestionados, mire este video!
Latching Baby to the Breast	Having trouble latching your baby to the breast? Check out this video!	Tiene problemas de pegar su bebé al pecho? Mire este video!
Preventing Nipple Pain	Having nipple pain when breastfeeding? Check out this video!	Tiene pezones adoloridos cuando está dando pecho? Mire este video!
Crying/fussy on Day 2	Is it normal for your new baby to cry so much? Check out this video!	Llora mucho su recién nacido? Mire este video!

Links to Other Educational Resources

[Global Health Media Project](#) is our favorite source for excellent, easy to understand breastfeeding videos in dozens of languages.

There are 18 videos that are short and easy to share. Just click on the “Share” icon in the upper right corner of the video you wish to share and select your platform format of choice.

Breastfeeding videos in Spanish: https://globalhealthmedia.org/topic/breastfeeding/?_sft_language=spanish

Breastfeeding videos in English: https://globalhealthmedia.org/topic/breastfeeding/?_sft_language=english

[La Leche League International](#) is the global leader in all things breastfeeding, connecting families across the globe with state of the art information and resources for local support in dozens of languages. Go to: <https://www.llli.org/breastfeeding-info/>

[California Women Infants and Children \(WIC\)](#) program offers excellent breastfeeding support and information and connects eligible families with Peer Counselors and other well-trained support staff. Find out more about California WIC at: <https://www.myfamily.wic.ca.gov/>

WIC Guide to Breastfeeding in English:

<https://acphd-web-media.s3-us-west-2.amazonaws.com/media/programs-services/breastfeeds/docs/wic-guide-to-breastfeeding-eng.pdf>

WIC Guide to Breastfeeding in Spanish:

<https://acphd-web-media.s3-us-west-2.amazonaws.com/media/programs-services/breastfeeds/docs/wic-guide-to-breastfeeding-spa.pdf>

Please let us know what educational media you share in your social networks to support Latina/Chicana breastfeeding.

Contact the LatCh Lactation Taskforce Co-Chair and Native American Health WIC Program Breastfeeding Coordinator

Tina Benitez, IBCLC at tinab@nativehealth.org

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