

# August National Health Observances: Breastfeeding, Immunizations, and Children's Eye Health and Safety

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Each month, we highlight select National Health Observances (NHOs) that align with our mission to improve health in the United States. In August, we are raising awareness about breastfeeding, immunizations, and children's eye health and safety.

We've listed some resources below that you can use to promote these NHOs.

- **National Breastfeeding Month**

In August, we celebrate National Breastfeeding Month [🔗](https://www.usbreastfeeding.org/national-breastfeeding-month.html) (https://www.usbreastfeeding.org/national-breastfeeding-month.html) to support babies and families. This year's theme — *Nourish, Sustain, Thrive* — highlights why protecting, promoting, and supporting lactation is important for parents and families. Share our MyHealthfinder resources on breastfeeding (https://health.gov/myhealthfinder/pregnancy/doctor-and-midwife-visits/breastfeed-your-baby) and eating healthy while breastfeeding (https://health.gov/myhealthfinder/pregnancy/nutrition-and-physical-activity/eat-healthy-while-breastfeeding-quick-tips). You can also share these *Dietary Guidelines* fact sheets on building a healthy eating routine when breastfeeding [🔗](https://www.dietaryguidelines.gov/sites/default/files/2021-12/DGA_Pregnancy_FactSheet-508c.pdf) (https://www.dietaryguidelines.gov/sites/default/files/2021-12/DGA\_Pregnancy\_FactSheet-508c.pdf) and building a healthy eating routine for your baby [🔗](https://www.dietaryguidelines.gov/sites/default/files/2021-12/DGA_Babies_FactSheet-508c_0.pdf) (https://www.dietaryguidelines.gov/sites/default/files/2021-12/DGA\_Babies\_FactSheet-508c\_0.pdf). Finally, remember to check out these Healthy People 2030 resources about breastfeeding and infant health (https://health.gov/healthypeople/objectives-and-data/browse-objectives/infants/evidence-based-resources).

- **Black Breastfeeding Week (August 25-31)**

Black Breastfeeding Week is celebrated during August 25–31. Its goal is to raise awareness among Black mothers about the benefits of breastfeeding — and to help reduce racial disparities in breastfeeding rates. Be sure to check out information from the Office on Women's Health (OWH) about the health benefits of breastfeeding [🔗](https://www.womenshealth.gov/its-only-natural) (https://www.womenshealth.gov/its-only-natural). You can also share OWH's guide to breastfeeding [🔗](https://www.womenshealth.gov/your-guide-to-breastfeeding) (https://www.womenshealth.gov/your-guide-to-breastfeeding) and their partner resources [🔗](https://www.womenshealth.gov/its-only-natural/partner-resources) (https://www.womenshealth.gov/its-only-natural/partner-resources) to find prewritten social media messages you can use to spread the word about breastfeeding. Learn about making healthy food choices with MyPlate's guide for pregnancy and breastfeeding [🔗](https://www.myplate.gov/life-stages/pregnancy-and-breastfeeding) (https://www.myplate.gov/life-stages/pregnancy-and-breastfeeding). And share these Special Supplemental Nutritional Program for Women, Infants, and Children (WIC) Breastfeeding 101 [🔗](https://wicbreastfeeding.fns.usda.gov/breastfeeding-101) (https://wicbreastfeeding.fns.usda.gov/breastfeeding-101) resources for all the basics on the breastfeeding journey.

- **National Immunization Awareness Month**

National Immunization Awareness Month [🔗](https://www.cdc.gov/vaccines/events/niam/index.html) (https://www.cdc.gov/vaccines/events/niam/index.html) highlights the importance of routine vaccination for all people. Share our list of MyHealthfinder vaccine resources (https://health.gov/myhealthfinder/doctor-visits/vaccines-shots) to help people protect their health and stay up to date on vaccines. And explore the Healthy People 2030 vaccination objective (https://health.gov/healthypeople/objectives-and-data/browse-objectives/vaccination) and evidence-based resources on vaccination programs (https://health.gov/healthypeople/objectives-and-data/browse-objectives/vaccination/evidence-based-resources) that can be implemented in various settings.

- **Children's Eye Health and Safety Month**

Each August, we celebrate Children's Eye Health and Safety Month to promote the importance of protecting children's vision and eye health. The National Eye Institute (NEI) has kid-friendly resources [🔗](https://www.nei.nih.gov/learn-about-eye-health/nei-for-kids) (https://www.nei.nih.gov/learn-about-eye-health/nei-for-kids) you can share to help kids and parents learn about eye health. The Centers for Disease Control and Prevention (CDC) has information on children's vision [🔗](https://www.cdc.gov/vision-health/prevention/youth-vision-problems.html) (https://www.cdc.gov/vision-health/prevention/youth-vision-problems.html) that you can share with parents and guardians. You can also share our MyHealthfinder resource on getting your child's vision checked (https://health.gov/myhealthfinder/doctor-visits/screening-tests/get-your-childs-vision-checked). And don't forget to take a look at the Healthy People 2030 objectives related to sensory and communication disorders (https://health.gov/healthypeople/objectives-and-data/browse-objectives/sensory-or-communication-disorders).

We hope we've made it easier for you to promote these NHOs on your channels and with your networks. Together, we can continue to improve health across the nation.

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Tags: Health Literacy (<https://health.gov/news/tag/health-literacy>)