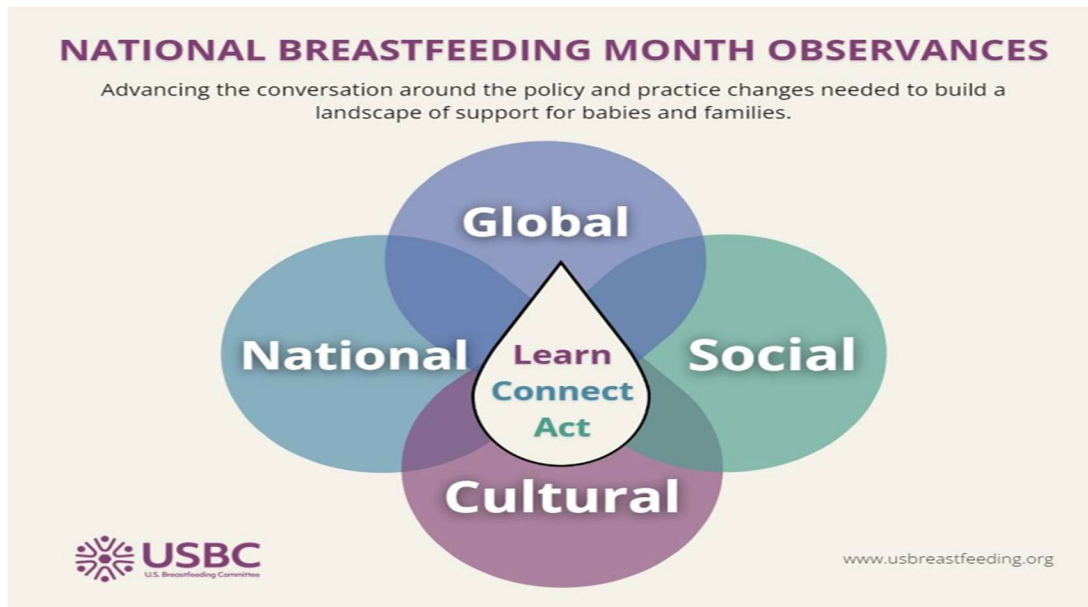


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National Breastfeeding Month



On August 6, 2011, the USBC officially declared August as National Breastfeeding Month. [Read the Proclamation.](#)

In recognition of National Breastfeeding Month (NBM), each August the U.S. Breastfeeding Committee hosts a social media advocacy and outreach campaign inviting member organizations, breastfeeding coalitions, partner organizations, and individuals to participate in online action and conversation about the policy and practice changes needed to build a landscape of support for babies and families. **It's a time where we Learn, Connect, and Act together to build momentum that sustains our movement through the coming year!**

2026 NBM Theme: *RISE: Resilience, Interdependence, Self-Determination, Empowerment.* This year's theme was crafted to capture the heart and strength of the First Food field. Each word in

the acronym was chosen to highlight our network's strengths as we advocate for the policy, systems, and environmental changes necessary to create a landscape of breastfeeding support for every family. Our image centers the sunrise, embodying the enduring spirit of our community.



From the Grassroots to the Treetops:

National Breastfeeding Month is a Time to Learn, Connect, and Act!



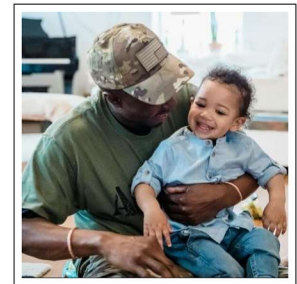
Global Observance



**National
Observances**



**Cultural
Observances**



Social Observances

The USBC brings stakeholders together under the Collective Impact model, a collaborative approach to addressing complex social issues by bringing together organizations from different sectors to work toward a common goal. These efforts recognize that we all must work together to create the population-level policy, system, and environmental changes that are needed to create a landscape of breastfeeding support for all families.

Global Observance

Global observances are designated to raise awareness and mobilize action on key health issues worldwide. These events encourage awareness, collaboration, and action to address pressing health challenges.

World Breastfeeding Week



2026 Theme: *Breastfeeding for a Sustainable Start in Life: Strengthen What Works*

World Breastfeeding Week was created in 1992 by the World Alliance for Breastfeeding Advocacy and is celebrated annually from August 1-7. Since 2016, WBW has been aligned with the United Nation's [Sustainable Development Goals](#) (SDGs). In 2018, a World Health Assembly resolution endorsed WBW as an important breastfeeding promotion strategy.

National Observances

National observances are designed to direct attention and mobilize action on issues of national significance. These designations aim to inspire individual and organizational stakeholders to come together to celebrate, educate, and advance efforts to improve lives across the United States.

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1629 K Street NW, Suite 300 | Washington, DC 20006

Phone: (773) 359-1549 | office@usbreastfeeding.org | [sitemap](#)

QuestionPro's [survey software](#) plays a major role in helping us keep in touch with our alumni, volunteers, donors, employees, and other affiliates. Surveying them has helped strengthen our relationship.