Social Media Toolkit - Welcome!

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<tr>
<th>Interactive Menu</th>
<th>Thank you for your support of the “Breastfeeding: Public Health Perspectives“ course!</th>
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<tr>
<td>Welcome</td>
<td>In this toolkit, you will find messaging from the “Breastfeeding: Public Health Perspectives“ course landing page, the course logo, downloads to promotional videos, a shortened link to the course description page, and sample social media posts that you are welcome to share through your channels.</td>
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<td>Media Assets</td>
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<td>Social Copy</td>
<td>Please contact us at <a href="mailto:ai-marketing@umich.edu">ai-marketing@umich.edu</a> if you have any questions or ideas for additional opportunities to collaborate in support of this course.</td>
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Engaging in this course will provide you with the opportunity to think about breastfeeding and its public health implications. The Socio-Ecological Model will be the framework of the course as we think about how each level of the Model (individual, interpersonal, community, organizational, and public policy) impacts breastfeeding practices in the United States, and globally.

Through short video lectures you will be introduced to relevant topics related to the public health perspectives of breastfeeding such as the maternal and child short- and long-term health benefits, economic and environmental impacts, the state of health profession curricula surrounding breastfeeding education, and breastfeeding practices of the LGBTQ+ community.

You will apply this knowledge to critique breastfeeding literature, create a breastfeeding budget for a particular breastfeeding parent persona, and design an education material to promote breastfeeding. As you complete this course, you should feel confident in identifying the barriers to successful breastfeeding practices and understand how adequate breastfeeding will impact population health.
Social Media Toolkit - Media Assets

Social Images

Video Files

Quote Cards

"Despite well-documented benefits, parents often encounter barriers to successful breastfeeding that arise from society, health care priorities, interpersonal relationships, and even parents themselves. We designed this course so that everyone from parents to health care providers can improve their understanding of the public health impacts of breastfeeding and use this information to benefit their community."

Olivia Anderson
PhD, MPH, RD, Clinical Assistant Professor, Nutritional Sciences
Develop a deeper understanding of the public health perspectives of breastfeeding, such as the short- and long-term benefits for mother and infant, economic and environmental impacts, and the state of health profession curricula surrounding breastfeeding education, in the “Breastfeeding: Public Health Perspectives” course!

Get started now at https://myumi.ch/2DqKe.

Recommended Content: Social Images

Improve your understanding of the public health impacts of breastfeeding and learn to identify and overcome the barriers to successful breastfeeding practices in the “Breastfeeding: Public Health Perspectives” course led by faculty from the University of Michigan School of Public Health!

Enroll now at https://myumi.ch/2DqKe.

Recommended Content: Quote Cards

Learn the maternal, pediatric, and dyadic elements leading to lactation or breastfeeding challenges and ways to overcome those challenges in the “Breastfeeding: Public Health Perspectives” course!

Get started at https://myumi.ch/2DqKe.

Recommended Content: Breastfeeding or Lactation Challenges

Promoting and supporting breastfeeding has been listed as a priority public health initiative due to the short- and long-term health benefits to mother and infant, provided by breastfeeding. Dive deeper into the measurable health benefits of breastfeeding in the “Breastfeeding: Public Health Perspectives” course led by faculty from the University of Michigan School of Public Health

Learn more at https://myumi.ch/2DqKe.

Recommended Content: Breastfeeding: A Public Health Priority