



#PSBCSnapShare2024 Campaign Participation Guide

National Breastfeeding Week takes place October 1-7, 2024. We invite you and your team to participate! Perinatal Services BC is celebrating with the launch of campaign resources and an exciting #PSBCSnapShare2024 social media campaign.

What We're Doing

- To foster inclusivity for all feeding individuals, Perinatal Services BC (PSBC) has updated its universal breastfeeding decal to include chestfeeding. This change reflects our commitment to recognize and support diverse feeding relationships, fostering an inclusive and welcoming environment for everyone. It aligns with the 2024 National Breastfeeding Week theme, "Closing the Gap: Breastfeeding Support for All."

How to Participate

SNAP

- Once you have your snap and share campaign items, fill out your support speech bubble with a message of how you support breastfeeding.
- Snap a picture with your filled-in support speech bubble.
- BONUS:** Locate a space that's displaying the updated universal breastfeeding and chestfeeding decal and take a picture with both your speech bubble and the displayed decal.

SHARE

- Between October 1-7, 2024, post the picture on your preferred social media platform with the hashtag #PSBCSnapShare2024.
- Further showcase your support by using other PSBC National Breastfeeding Week campaign resources that can be accessed through the QR code.



Campaign Resources