

# The Latch

Connecting moms and babies to the BRC

Greetings!



Another holiday has passed; the 4th of July, when we celebrate our country's birth. I felt it a bit difficult to celebrate our great country when the country's not feeling all that great. No parades this year! My motto these days... chin up and look for the silver lining! My silver lining was easy. The 4th of July is my first born's birthday. In fact, he is expecting HIS first child in 3 months! Yes, 30 years ago my journey as a parent began and it constantly reminds me what a scary, stressful, and love-filled time this can be. Having a baby during these times, can be all those feelings X 10! I'm glad my son will give me a more in-depth look at what you are all coping with, while having a baby during a pandemic and political unrest. This will help me, along with our board and staff, to develop new programs to support you on your journey. I hope that meeting one of our IBCLCs in the hospital or visiting with us at one of our outpatient offices, decreases your stress level just a bit and gets you one step closer to finding your parenting rhythm.

Sincerely,

A handwritten signature in black ink, appearing to read 'Colette Acker'.

Colette Acker  
**Executive Director**

World Breastfeeding Week (WBW) is coming up! We celebrate and bring awareness to breastfeeding every year from August 1st - August 7th. Each year has a theme and this year's theme is: Supporting Breastfeeding for a Healthier Planet.

You've already got the breastfeeding down. What other steps are you taking to keep our planet healthy? Here's the challenge: I want you to send us a picture of you breastfeeding AND doing another "healthy planet" activity. Here's BRC Board Member Kate, nursing and composting simultaneously!

I can't wait to see how inventive you are! Please note that these pictures may be used for email blasts and on our social media platforms. Submitting a picture means you agree!



We'll be participating in the BIG LATCH ON as usual!

It'll feel a little different this year, but we're doing it! Join us via Zoom on Friday, July 31st at 10am. At 10:30 we're all (and by we I mean you!) going to latch simultaneously. You and other BRC clients and other mothers across the WORLD! Global Big Latch On events take



# The Global BIG Latch On

place at registered locations around the world. We'll be taking pictures of the Zoom meeting to help spread the word of the importance of breastfeeding and community support! One lucky attendee gets a PRIZE!

[Register here.](#)

There's more to celebrate in August!

## Brittney *and* Autumn



"I love breastfeeding because it gives us another level of bonding. I also love being able to give Autumn the ideal nourishment for her growth and development."

#BRC4Babies  
#BRC4Community  
#BBW19

The last week in August is Black Breastfeeding Week. I feel like this year is more important than ever to celebrate our black families. Did you know that black women have the lowest breastfeeding rates in the country? I'm currently working on a research project with mothers delivering at Temple hospital, many of whom are black. What I'm finding, is that many of these women are not interested in breastfeeding because they don't know ONE other woman who has breastfed and many have NEVER even seen it done. We need to get the word out that black women really DO breastfeed!

We had so much fun last year, we thought we'd do it again. All black families are welcome to submit a picture and a quote. It could be...why you love breastfeeding, why it was hard to breastfeed, how the BRC helped you...whatever you want.

We will create one of these cute memes and post it on our social media platforms. These are a couple of my favorites from last year!

Remember, we want:

1. A picture of the two of you.
2. A quote.
3. Whether it's ok to include your name on the meme.
4. Your permission to post!



"I love breastfeeding because it satisfies my innate need to care for my baby while giving me a few quiet moments with her. At 8 months she's already so busy, and I like being able to cuddle her when she usually wants to crawl and climb!"

#BRC4Babies  
#BRC4Community  
#BBW19

Support Groups - Are you ready to meet face to face?



Our support groups were REALLY popular! Every week families gathered to share and learn. We thought due to our new PA status as "green" we would re-open our doors. We intend to follow current CDC, AAP and PA guidance, and take the following precautions:

- Attendees must register in advance to attend, and capacity will be limited.
- Parent temperatures will be taken at the door and staff temperature will be taken when they arrive for work.
- Masks are required for adults.
- Social distancing will be in effect, with markings on the floor, 6 feet apart

We want to know how you feel - PLEASE answer this quick survey.  
It's only a few questions.

Would you return to in-person support groups and classes?

[Participate in our survey here!](#)

Thanks to those who've donated during the pandemic!



I was really scared at the end of March. I kept thinking... wow, I've worked my butt off (along with many others) and after 17 years, the BRC may be going under! Three things happened: First, breastfeeding families still need help and when you're desperate, you go for help; Secondly, our generous BRC community has continued to donate to our efforts and thirdly, the government loan will allow us to keep our doors open!

[Check out our list](#) of COVID-19 donors! We are very grateful!

July's Starting Solids and Holistic Sleep Coaching classes are ready for sign ups!



Learn the Baby Led Weaning approach to starting solids. It's fun and informative. You may choose to feed purees, strictly do the BLW approach, or a little of both! This class will help you make that decision!

Class is on July 27th - 6:30pm-7:30pm.

It's virtual!

Class cost is \$25. [REGISTER!](#)

Sleep is awesome, don't you agree? It's the number one thing new parents complain about; they're just not getting enough of it! This virtual and interactive workshop is for prenatal parents and parents with children up to 4 months of age. This workshop will help you:

- Know what to expect, regarding sleep, with your new baby
- Set yourself up for good sleep
- Learn what is "normal" for newborn/infant sleep
- Learn how to help your baby sleep appropriately without the need for the Cry It Out method



Join us virtually, on Wednesday, July 22nd at 6 pm as we discuss sleep and your newborn with Louisa Brandenburger, IBCLC, Holistic Sleep Coach. This class is approximately 45 minutes and we will have a Q&A session after. The class cost is \$60. [Sign up Here!](#)

Although classes are virtual, we like to keep class size small. Don't miss out, sign up early!

Are you wondering why the BRC was started? [FIND OUT HERE!](#)

Thank you to everyone who has supported the BRC and continues to support this wonderful community program. Please help us continue by donating today.

[DONATE](#)

We could not offer a sliding-scale payment option, FREE support groups, FREE Community Counselors, or low-cost parenting education classes without your help. Please consider making a donation to help us continue to provide FREE and low cost breastfeeding services and education to area families, just like yours.

Thank you for choosing the BRC for all your breastfeeding needs.

Sincerely,

Colette M. Acker, IBCLC  
Executive Director  
Breastfeeding Resource Center

SIGN UP FOR EMAILS

SHARE THIS EMAIL

**Breastfeeding Resource Center**  
**brc4babies@comcast.net**  
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