

2023 National Breastfeeding Month & World Breastfeeding Week Celebrations

Tennessee WIC is proud to support breastfeeding and we're excited to offer a variety of events around the state in honor of Breastfeeding Month and Week! Check out all the opportunities to get involved below:

Benton County

Community Drive-Thru Baby Shower – Thursday, September 28th, 12:00-1:00 pm at the Benton County Public Library (121 S Forrest Avenue, Camden, TN).



Campbell County

Breastfeeding Celebration – Thursday, August 24th, 1:00-3:00 pm at the Campbell County Health Department.

Cannon County

The Cannon County Health Department will feature a uniquely designed breastfeeding bulletin board in their lobby to celebrate breastfeeding all month long.

Carroll County

Community Drive-Thru Baby Shower – Wednesday, August 2nd, 12:00-1:00 pm at the Carroll County Fairgrounds (201 Mustang Drive, Huntingdon, TN).

Carter County

Breastfeeding promotional items and educational materials available for prenatal and breastfeeding mothers in the Carter County Health Department all month long.

Clay County

The Clay County Health Department will feature a uniquely designed breastfeeding bulletin board in their lobby to celebrate breastfeeding all month long.

Cocke County

Community Baby Shower – Saturday, August 5th, 1:00-4:00 pm at the Lincoln Avenue Baptist Church gym (234 Lincoln Avenue, Newport, TN). Stop by for baby items, information, and much more.

Cumberland County

Breastfeeding Booth – Cumberland County Fair, August 14-19, distributing breastfeeding education materials.

Community Baby Shower – Cumberland Medical Center. Contact the Cumberland County Health Department for more information at 931-484-6196.

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The Cumberland County Health Department will feature a uniquely designed breastfeeding bulletin board in their lobby to celebrate breastfeeding all month long.

Davidson County

World Breastfeeding Week Open House Celebration – Lentz Public Health Center Centennial Room, August 4th, 10:00-12:00 pm. Festivities will include prizes, games, photo booths and more.

Celebrity Dyads Breastfeeding Poster – The South Nutrition Center staff have assembled a poster featuring celebrities that are proud to support breastfeeding.

Goodie Bags – bags will be distributed to WIC moms at each location in Davidson County, including Lentz Public Health Center, South Nutrition Center, Woodbine Health Center, and East Health Center.

DeKalb County

The DeKalb County Health Department will feature a uniquely designed breastfeeding bulletin board in their lobby to celebrate breastfeeding all month long.

Dickson County

Community Baby Shower – Saturday, August 12th, 10:00-12:00 pm at the Dickson County Government Building. There will be several door prizes, goodie bags, and the opportunity to learn about the services in the community including Breastfeeding Support.

Fentress County

The Fentress County Health Department will feature a uniquely designed breastfeeding bulletin board in their lobby to celebrate breastfeeding all month long.

Greene County

Breastfeeding promotional items and educational materials available for prenatal and breastfeeding mothers in the Greene County Health Department all month long.

Hancock County

Community Baby Shower – Friday, June 1st at the Hancock County Health Department.

Hawkins County

Community Baby Shower (Drive-Thru) – Friday, September 22nd at the Hawkins County Health Department. Contact the Hawkins County HD for more information at 423-272-7641 or 423-357-5341.

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Haywood County

Breastfeeding Class – Wednesday, August 30th, 10:00-12:00 pm at the Elma Ross Public Library (1101 E Main Street, Brownsville, TN).

Jackson County

The Jackson County Health Department will feature a uniquely designed breastfeeding bulletin board in their lobby to celebrate breastfeeding all month long.

Johnson County

Breastfeeding Booth – Saturday, August 5th, 9:00-12:00 pm at the local farmers market at Ralph Stout Park (Hwy 421, Mountain City, TN).

Breastfeeding promotional items and educational materials available for prenatal and breastfeeding mothers in the Johnson County Health Department all month long.

Knox County

World Breastfeeding Week Celebration – Thursday, August 3rd, 10:00-12:00 pm at the Knoxville Museum of Art (1050 Worlds Fair Park Drive, Knoxville, TN). Stop by for door prizes, a “swag bag,” crafts, and more. Contact the Knox County Health Department for more information at 865-215-5016.

Lawrence County

Breastfeeding Expo – Friday, August 4th, 10:00-12:00 pm at First Baptist Church (2100 Spring Rd, Lawrenceburg, TN). Stop by for goody bags, door prizes, and free car seat safety checks.

Louden County

Louden County Health Department lobby walk-through for prenatal and breastfeeding participants – entire month of August, during business hours.

Macon County

The Macon County Health Department will feature a uniquely designed breastfeeding bulletin board in their lobby to celebrate breastfeeding all month long.

Madison County

World Breastfeeding Celebration – Jackson-Madison County Library, August 4th. Contact the Madison County Health Department for more information at 731-423-3020.

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Maury County

Community Baby Shower (Drive-Thru) “Let’s Keep Breastfeeding Rolling” – June 23rd at the Maury County Health Department.

McMinn County

Breastfeeding Education Mail-Outs – McMinn Health Department staff will be sending out educational materials covering breastfeeding topics all month long.

The McMinn County Health Department will feature a uniquely designed breastfeeding bulletin board in their lobby to celebrate breastfeeding all month long.

Monroe County

Monroe County Health Department lobby walk-through for prenatal and breastfeeding participants – entire month of August, during business hours.

Montgomery County

Breastfeeding Celebration – Wednesday, August 2nd, 10:00-2:00 pm at the Montgomery County WIC office. Join them for refreshments and a chance to win a Haakaa, breast pads, milk storage bags, and more. Connect with your local breastfeeding support team too.

Overton County

The Overton County Health Department will feature a uniquely designed breastfeeding bulletin board in their lobby to celebrate breastfeeding all month long.

Pickett County

The Pickett County Health Department will feature a uniquely designed breastfeeding bulletin board in their lobby to celebrate breastfeeding all month long.

Putnam County

Breastfeeding Booth – Putnam County Fair, August 3-12, distributing breastfeeding education materials.

The Putnam County Health Department will feature a uniquely designed breastfeeding bulletin board in their lobby to celebrate breastfeeding all month long.

Roane County

Community Baby Shower – Friday, August 18th, 12:00-3:00 pm at the Harriman Community Center. This event is free and open to all pregnant women and parents of children less than 3 years old. For more information, contact the Roane County Health Department at 865-354-1220, ext. 108.

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Robertson County

Breastfeeding Event – Wednesday, August 30th, 8:00-12:00 pm at the Open Door Pregnancy and Resource Center in Springfield, TN. The event will include giveaways, breastfeeding supplies, and a raffle. For more information, call 615-385-4504.

Rutherford County

Breastfeeding Event – Wednesday, August 2nd, 1:00-3:00 pm at the Baby Café at Stonecrest Hospital (Smyrna). You can meet with Rutherford County Breastfeeding Peer Counselors, Stonecrest Hospital IBCLCs, have refreshments, and meet other breastfeeding moms.

Scott County

Breastfeeding Celebration – Friday, August 11th, 12:00-1:30 pm at First Presbyterian Church in Huntsville.

Shelby County

“Protect Breastfeeding: A Shared Responsibility” – Tuesday, August 1st, 11:00-1:00 pm at the Shelby Crossing Health Center.

“Benefits of Breastfeeding” – Thursday, August 3rd. New and expecting moms visiting the Shelby County Baby Café will receive a special gift.

World Breastfeeding Celebration – Friday, August 4th, 11:00-1:00 pm at the Shelby County Health Department (814 Jefferson, Memphis, TN). Staff will be handing out water bottles and breastfeeding education materials.

“The Big Latch ON” – Saturday, August 5th, 10:00-1:00. Contact the Shelby County Health Department for more information at 901-222-9980.

Breastfeeding Outreach – Saturday, August 12th, 10:00-3:00 pm at the CME Church Community Health Fair (4466 Elvia Presley Blvd, Memphis, TN). Staff will be handing out informational bags and breastfeeding education materials.

World Breastfeeding Celebration – Friday, August 18th, 11:00-1:00 pm at the Hickory Hill Health Clinic (6590 Kirby Center Cove, Suite 101 & 104, Memphis, TN). Staff will be handing out informational bags and breastfeeding education materials.

Black Breastfeeding Week – August 21-26, celebrated by all Shelby County WIC locations.

World Breastfeeding “Grand Event” – Friday, August 25th, 11:00-1:00 pm at the Southland Mall Health Center (1287 Southland Mall, Memphis, TN). Attendees can drive by to pick up breastfeeding gift bags and enjoy refreshments.

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3k Walk/Run World Breastfeeding Celebration and Health Fair Honoring Breastfeeding Moms – Saturday, August 26th, starting at 8:30 am. Contact the Shelby County Health Department for more information at 901-222-9980.

Smith County

The Smith County Health Department will feature a uniquely designed breastfeeding bulletin board in their lobby to celebrate breastfeeding all month long.

Sullivan County

“Breast Friends” Lunch – Thursday, August 3rd, 10:00-12:00 pm at Pleasant View Baptist Church (2101 Stadium Drive, Kingsport, TN). To RSVP from Kingsport, please call 423-530-3564 and to RSVP from Blountville, please call 423-360-2451.

Sumner County

Stop by the Sumner County Gallatin clinic to celebrate breastfeeding! You can learn more about working while breastfeeding and even have a chance to win a basket filled with items for a working and breastfeeding mom.

Unicoi County

Community Drive-Thru Baby Shower – Thursday, August 24th, 12:30-2:30 pm (101 Okolona Drive, Erwin, TN)

Breastfeeding promotional items and educational materials available for prenatal and breastfeeding mothers in the Unicoi County Health Department all month long.

Van Buren County

The Van Buren County Health Department will feature a uniquely designed breastfeeding bulletin board in their lobby to celebrate breastfeeding all month long.

Warren County

The Warren County Health Department will feature a uniquely designed breastfeeding bulletin board in their lobby to celebrate breastfeeding all month long.

Washington County

Breastfeeding promotional items and educational materials available for prenatal and breastfeeding mothers in the Washington County Health Department all month long.

White County

The White County Health Department will feature a uniquely designed breastfeeding bulletin board in their lobby to celebrate breastfeeding all month long.

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Williamson County

The Williamson County Health Department will feature a very creative "Under the Sea" display highlighting "A Sea of Benefits" that breastfeeding offers.

Wilson County

Breastfeeding Mom Meet-Up – Thursday, August 3rd, 11:00-1:00 pm at College Hills Church of Christ (1401 Leeville Pike, Lebanon, TN). All breastfeeding moms and babies are welcome. Refreshments will be provided, and you can ask and learn all about breastfeeding as you connect with other moms.