

Around 1940, a poster promoting breastfeeding was issued by the United States Health Bureau. On the poster is an illustration of a Caucasian woman nursing her newborn child. In bold letters, the poster reads “Nurse the Baby” followed by “Your protection against trouble.” During this time in U.S. breastfeeding history, parents were increasingly feeding their newborns homemade concoctions, and commercially made formula was becoming more available. With the threat of decreasing breastfeeding rates, the U.S. Health Bureau embarked on a campaign to promote breastfeeding.

Now, fast-forward to an ad campaign coordinated by the