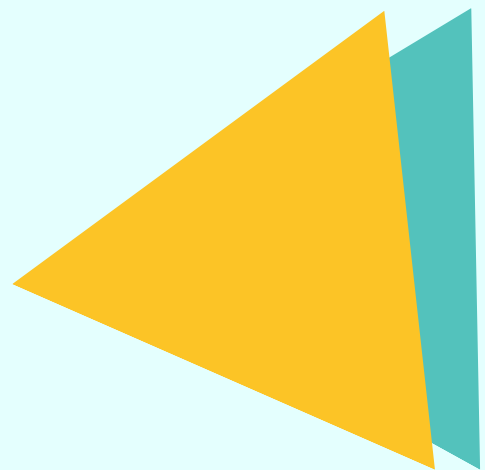
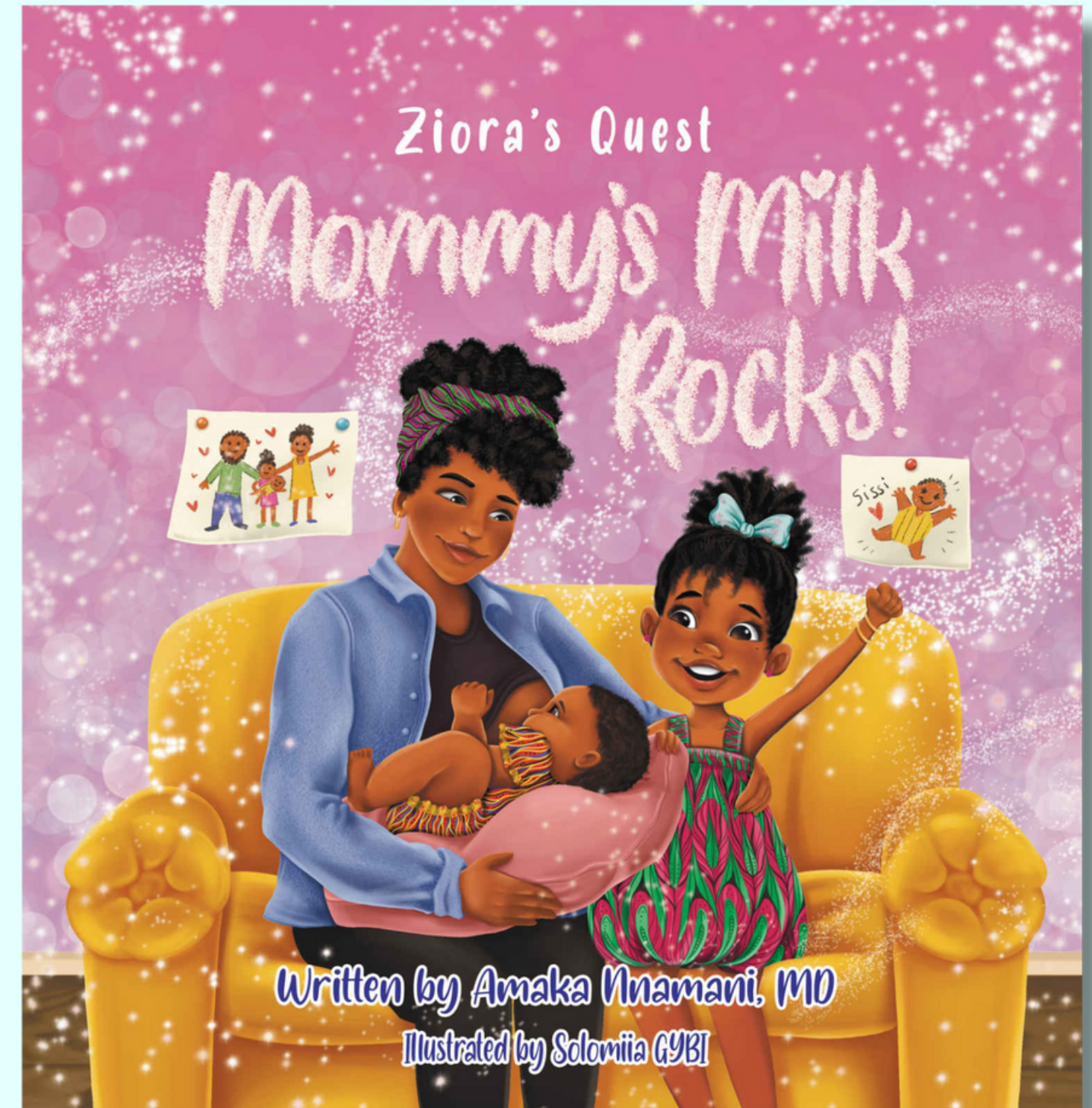


# Ziora's Quest: Mommy's Milk Rocks!

The first-of-its-kind story that  
teaches kids about the power of  
breastfeeding

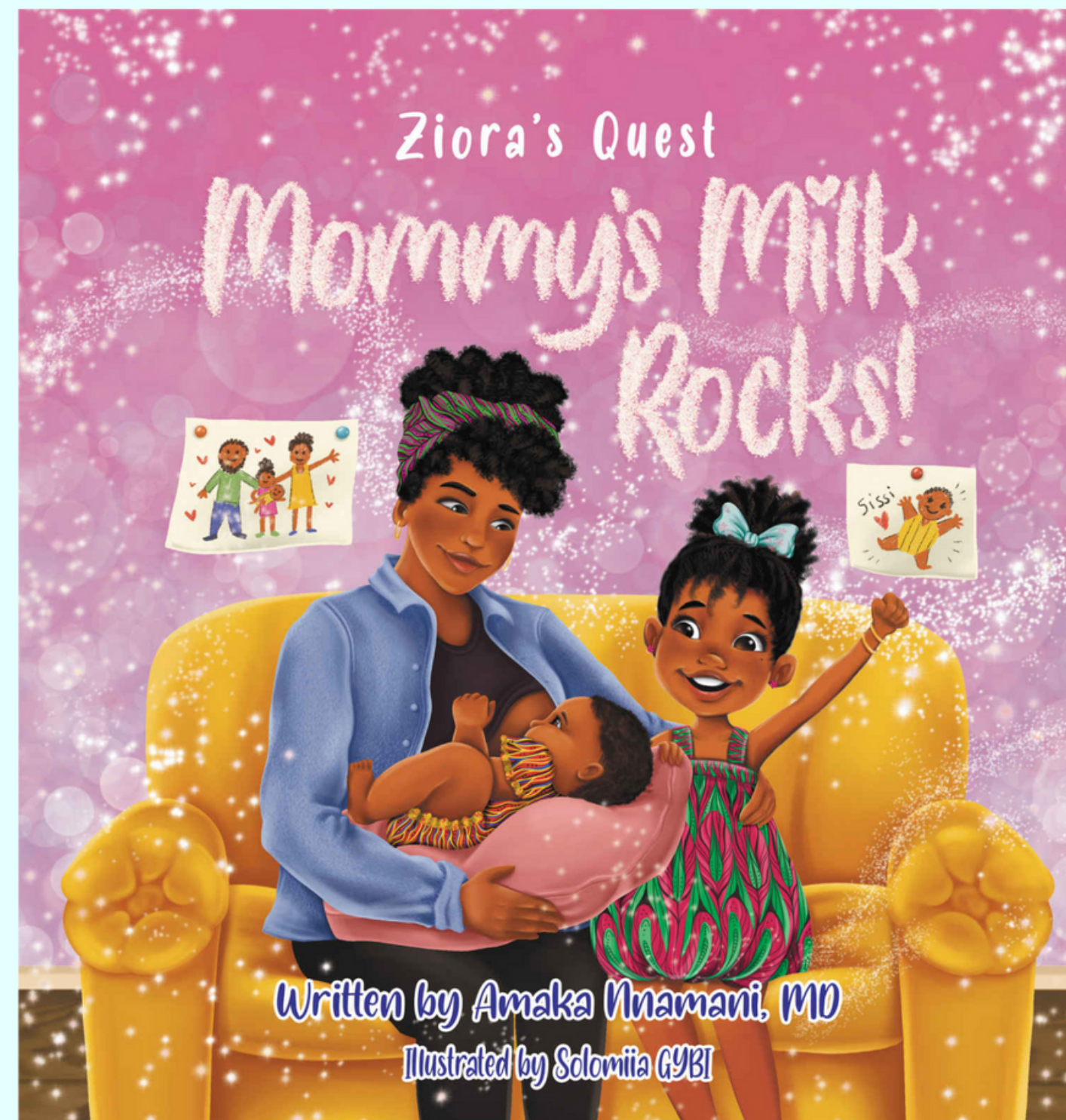


**Dr. Amaka Nnamani  
wrote Ziora's Quest  
to teach kids about  
breastfeeding**

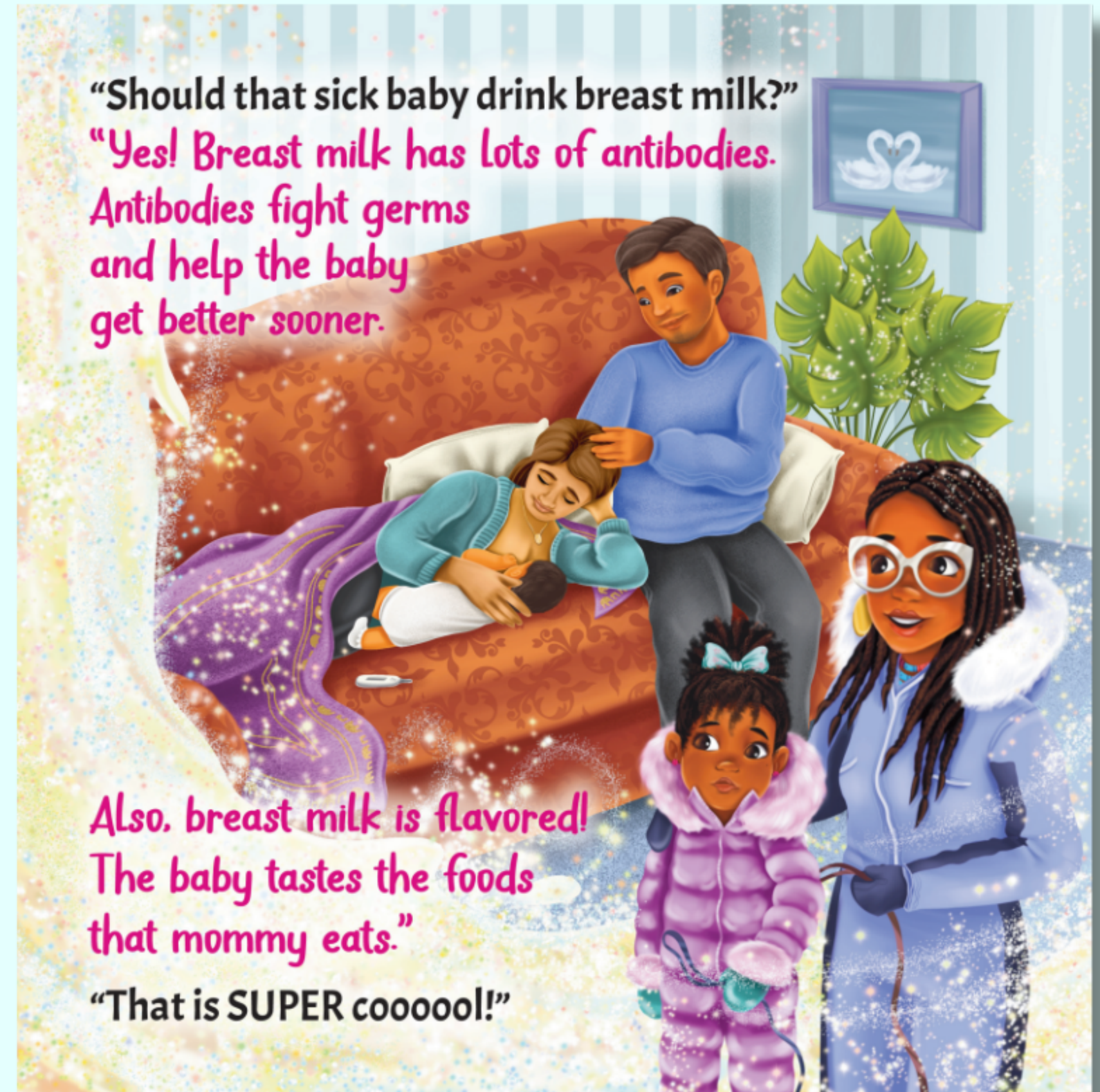


Ziora is a 6 year old girl who has a new baby sister.

When she's disappointed about all the time her mother spends breastfeeding her sissy, Ziora's pediatrician takes her on a magical journey to learn about **Mommy's Milk**.



In Ziora's Quest,  
fun facts about  
breastfeeding are  
presented in an  
easy-to-follow  
way.



**“Should that sick baby drink breast milk?”**

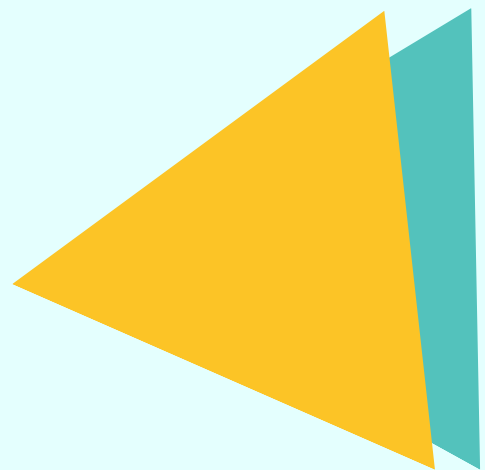
**“Yes! Breast milk has lots of antibodies. Antibodies fight germs and help the baby get better sooner.”**

**Also, breast milk is flavored! The baby tastes the foods that mommy eats.”**

**“That is SUPER coooool!”**

# Why is breastfeeding so important?

A primer for grown-ups



# Why is breastfeeding important for babies?

- Reduced risk of Sudden Infant Death Syndrome (SIDS)
- Reduced risk of necrotizing enterocolitis (NEC) - a deadly disease especially for preterm babies
- Fewer ear infections
- Reduced risk of chronic diseases, including:



Heart disease



Several cancers



Type 1 diabetes



# Why is breastfeeding important for moms?

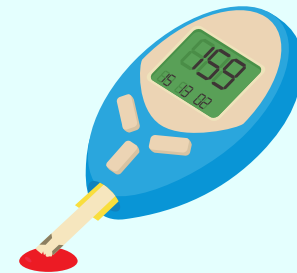
- Lowered risk of postpartum hemorrhage
- Lowered risk of postpartum depression
- Lifetime lowered risk of:



Heart attack



Stroke



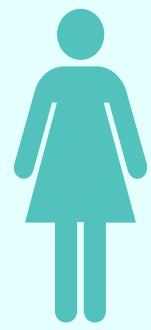
Type 2 diabetes



Breast & ovarian cancers



# Breastfeeding saves lives, money, and the environment



**98,000 lives**

could be saved annually  
from breast & ovarian  
cancers + type II diabetes  
by breastfeeding -  
translates to **\$1.1 billion in  
global health system costs**



**\$2.7 billion**

The amount WIC spent  
on infant formula in  
2021 (after rebates)



**38% reduction**

of the carbon footprint of  
infant feeding if all babies  
were breastfed for the first  
4 months

Walters et al. *Health Policy Plan.* 34, 6, 2019.

Policy Basics: Special Supplemental Nutrition Program for Women, Infants, and Children. [cbpp.org/research](https://cbpp.org/research)

Anderesen et al. *Int J Environ Res Public Health.* 19, 11, 2022.

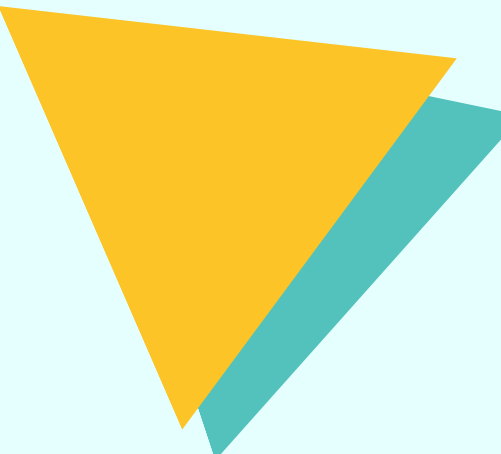


# What we know:

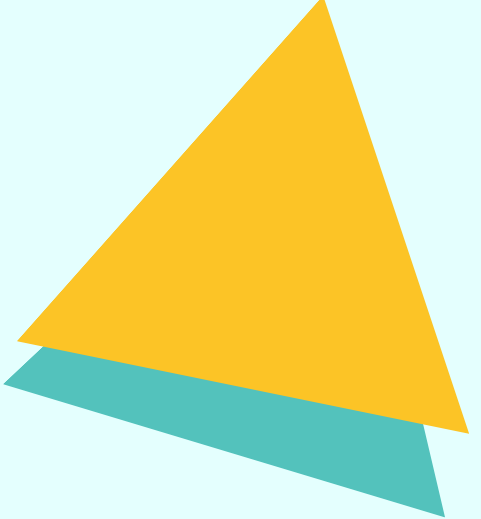


**Communities who would get the biggest positive impact from breastfeeding often have the least education and support for it.**

**Black and American Indian populations  
are less likely to breastfeed**



**Parents with lower education levels are  
less likely to breastfeed**



**Those who receive WIC have more  
barriers to breastfeed**



# Bottom Line:



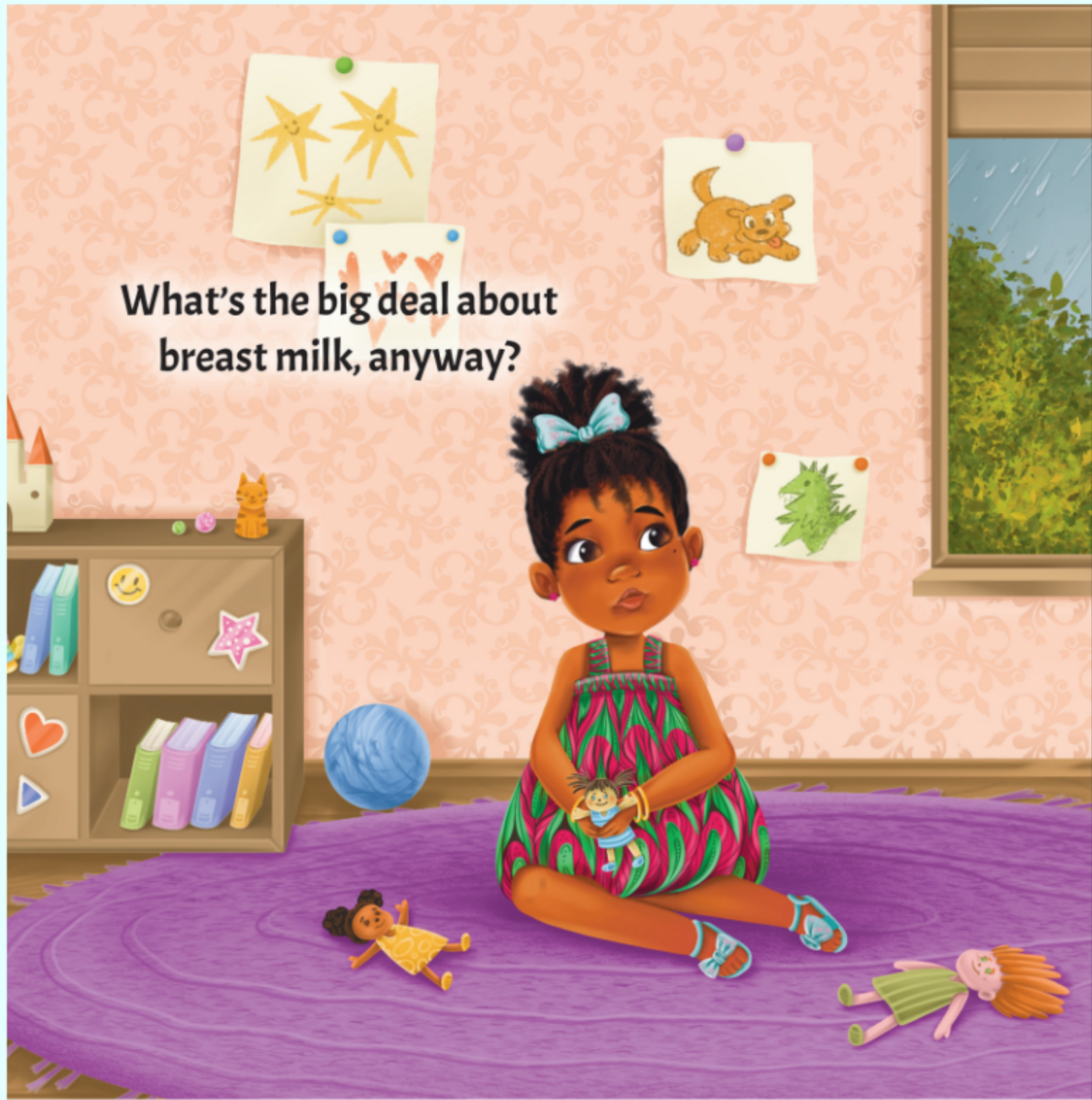
Children from these populations may have never seen or heard of breastfeeding (meaning they're less likely to breastfeed as parents later).

# How to encourage public breastfeeding:

- Make breastfeeding visible in society
- Educate the public
- Desexualize breastfeeding in society



**Let's start this education with kids!**



**Why teach kids  
about breastfeeding  
using a book?**

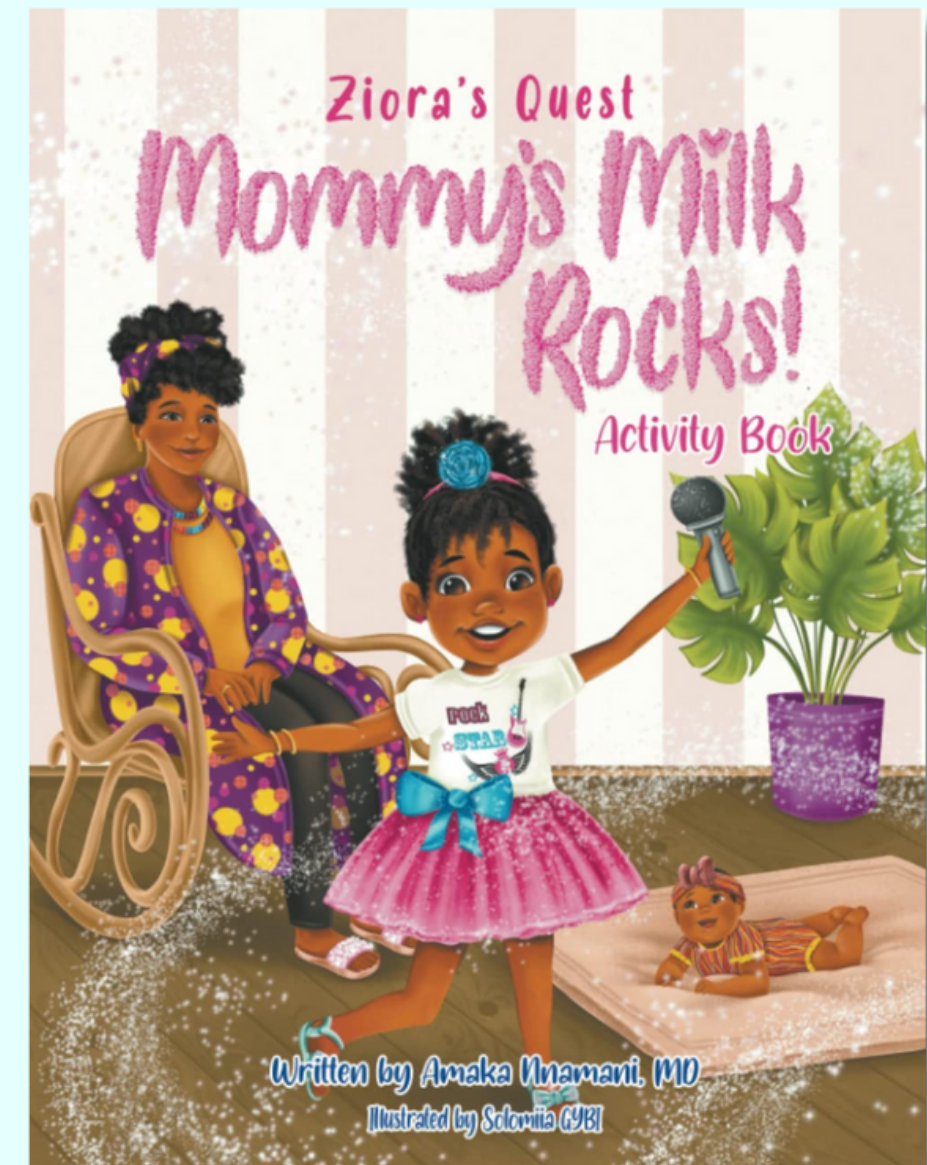
# Reading to kids about breastfeeding:



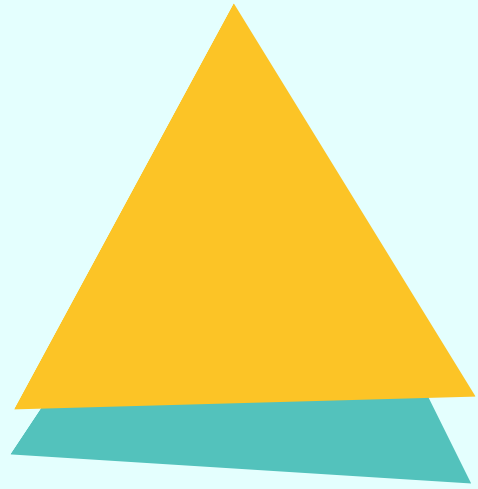
- Normalizes breastfeeding and gives kids language to discuss it
- Allows them to process jealous feelings about younger siblings
- Gives them appreciation for the power of breastfeeding

# How you can promote breastfeeding in vulnerable populations

- Distribute *Ziora's Quest* at family events
- Read *Ziora's Quest* to children in big sibling classes
- Let kids complete pages from the *Ziora's Quest Activity Book* at library story time
- Get copies of *Ziora's Quest* for your county's or city's public libraries and schools



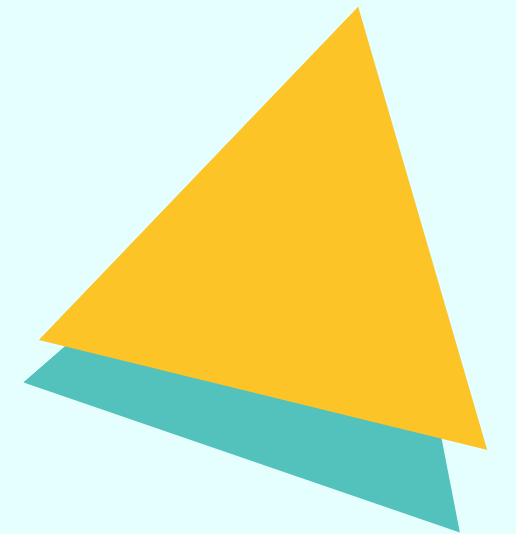
**Contact our team for community engagement ideas!**



# Involvement opportunities

We will be offering 4 tiers of engagement.

Custom packages are also available.





# BULK RATE PACKAGES

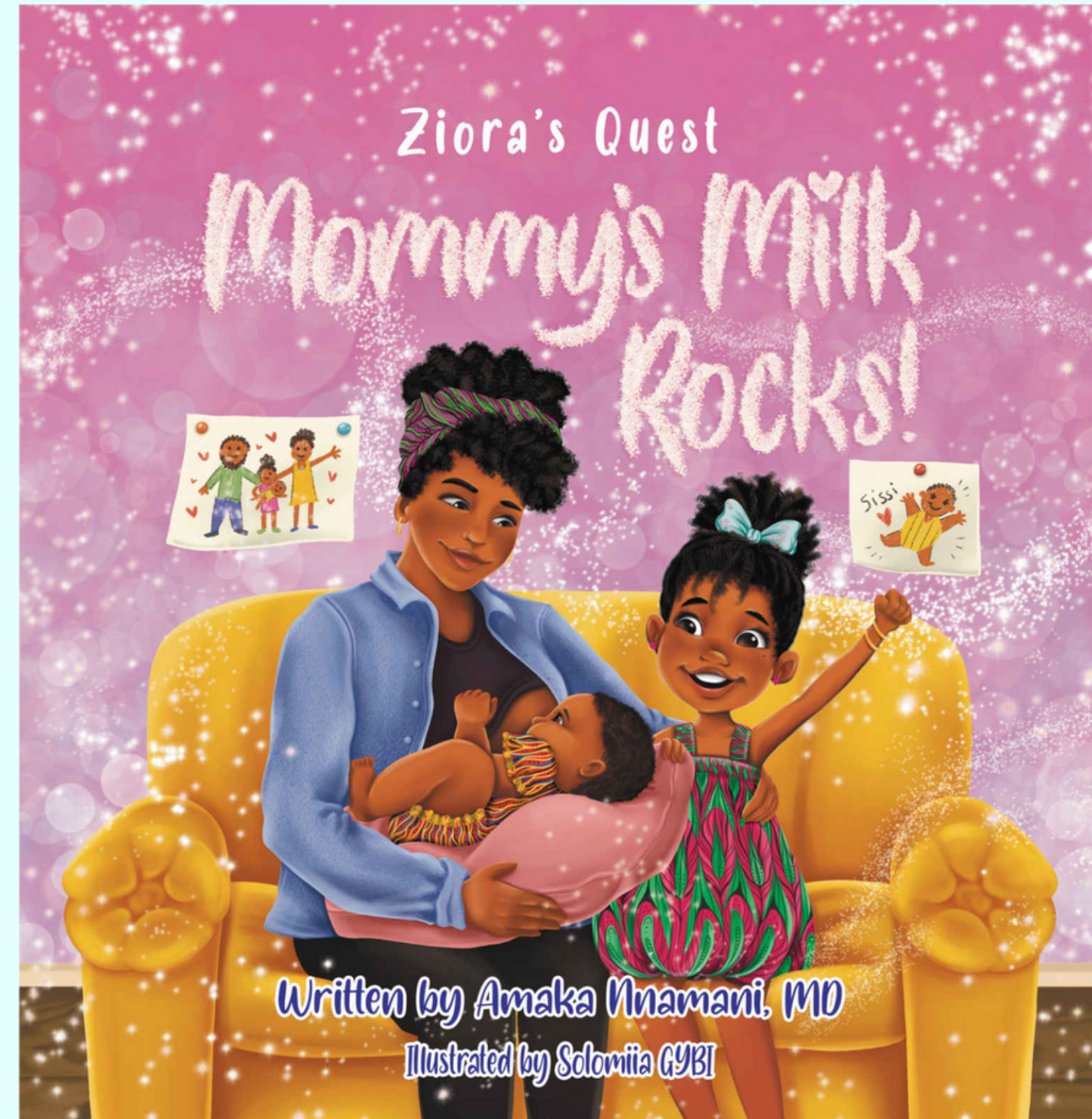
**Base Unit Price: \$15.99 for paperback and \$19.99 for hardcover. Activity Book is \$9.99.**



<b>Package</b>	<b>Discount</b>	<b>Your Benefits</b>
<i>Diamond Package</i>	<i>35% off</i>	Over 30,000 copies of Ziora's Quest (hardback or paperback)
<i>Platinum Package</i>	<i>25%</i>	5000-30,000 copies of Ziora's Quest (hardback or paperback)
<i>Golden Package</i>	<i>\$20 for paperback + activity book - 23% off</i>	1000+ copies of Ziora's Quest paperback + Activity Book
<i>Silver Package</i>	<i>10% off</i>	1000-5000 copies of Ziora's Quest (hardback or paperback)

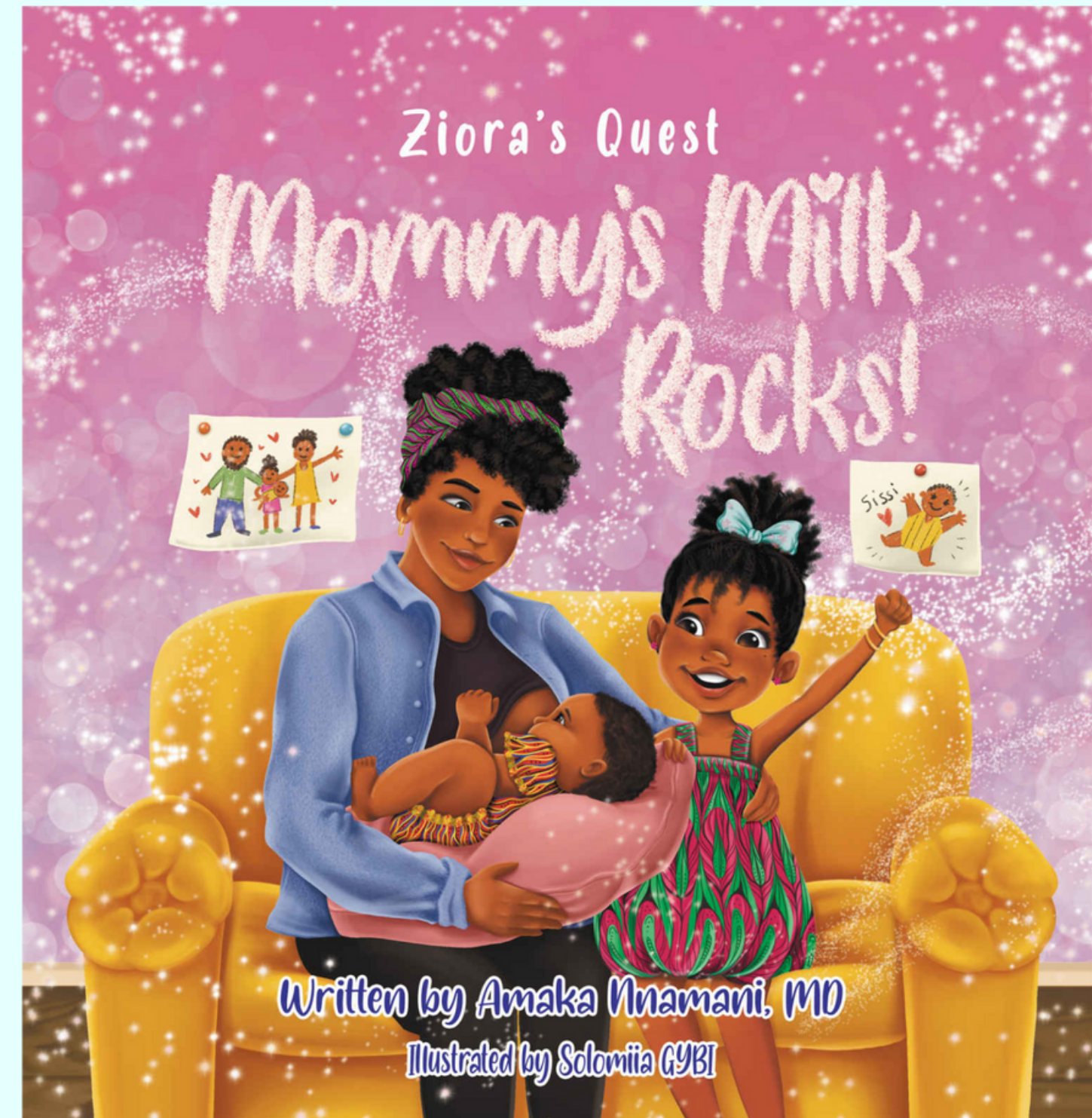
# Current and Past Partners

- Washington State WIC
- Oklahoma Chickasaw Nation WIC
- Pennsylvania WIC
- Ohio WIC
- Arizona WIC
- Connecticut Department of Health
- Tennessee State Breastfeeding Coalition



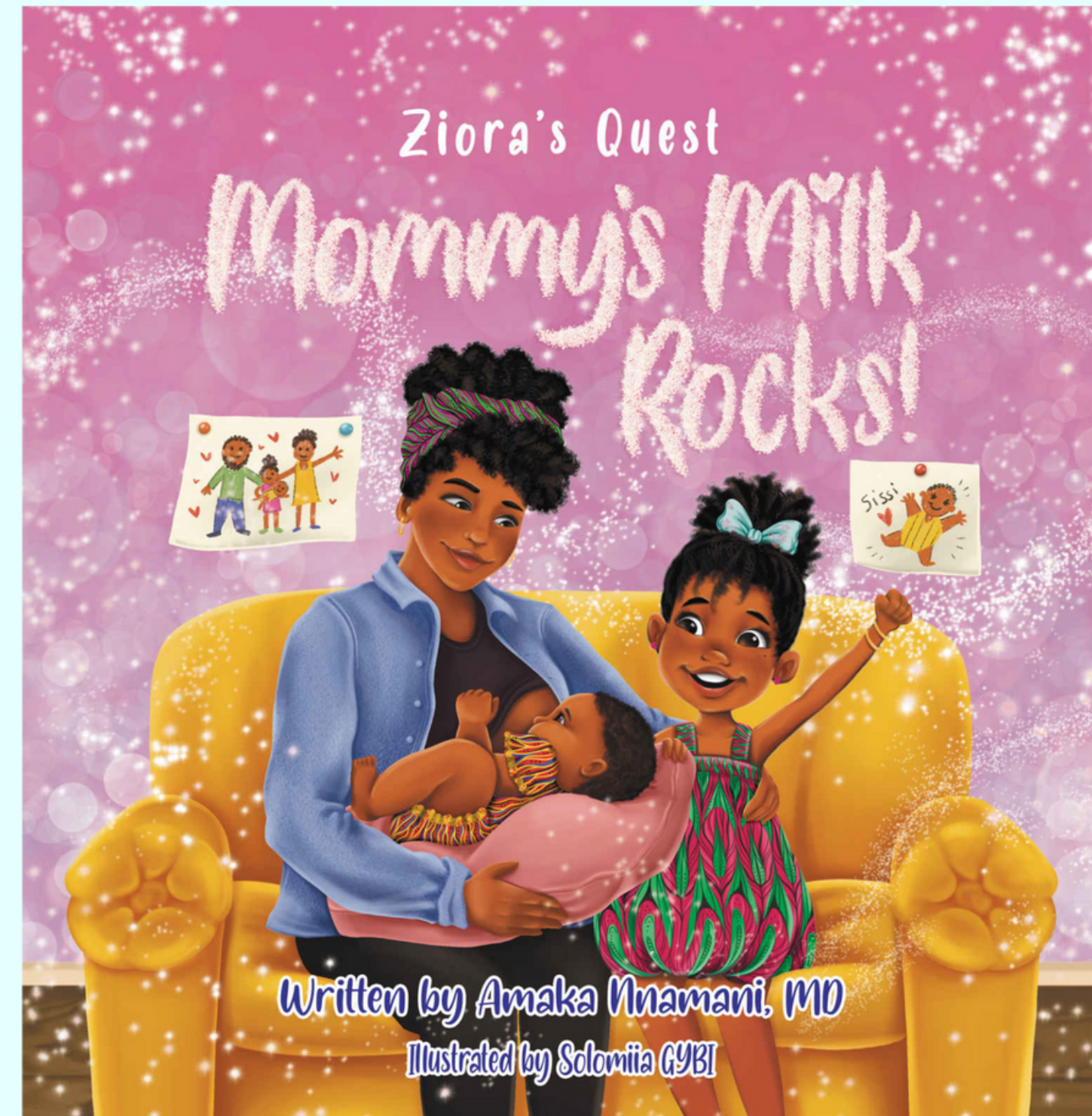
# Current and Past Partners - Read Alouds

- Midtown Scholar, Harrisburg, PA
- Read Rose Book Store, Lancaster, PA
- Millersville University
- Hershey Public University
- Where the Wild Things Play, Hershey, PA
- Colorado Children's Hospital
- Einstein Medical Center
- University of Pittsburgh Medical Center



# Where to find Ziora's Quest

- You can find *Ziora's Quest: Mommy's Milk Rocks!* on Amazon or at Ingram Spark
- Contact [Ziorasquest@gmail.com](mailto:Ziorasquest@gmail.com) for more information or personalized packages



# Meet the author: Dr. Amaka Nnamani

- Board certified pediatrician
- Chair, Pennsylvania Breastfeeding Coalition
- Chapter Breastfeeding Coordinator, PA American Academy of Pediatrics
- Passionate about breastfeeding advocacy and child development

