

WORLD BREASTFEEDING WEEK

1-7 AUGUST 2015

BREASTFEEDING AND WORK: LET'S MAKE IT WORK



WABA WORLD BREASTFEEDING WEEK 2015
SOCIAL MEDIA TOOLKIT

World Breastfeeding Week

- The WABA World Breastfeeding Week (WBW) is celebrated every year from 1st – 7th August in over 176 countries. What started as an idea to commemorate the [Innocenti Declaration](#) in 1991 has turned into an annual campaign which WABA has successfully coordinated and organised for the past 23 years.
- Each year, WABA selects the theme of WBW in consultation with Core and network partners, and based on considerations for the year, with the hope that sufficient awareness on a particular theme is raised and acted upon by the global community.
- Some of our previous themes include health care systems, women's employment and work, marketing practices of breastmilk substitute companies – national laws and practices, ecology, economy, education and human rights
- This WBW, WABA calls for concerted global action to support women to combine breastfeeding and work. Whether a woman is working in the formal, non-formal or home setting, it is necessary that she is empowered in claiming her and her baby's right to breastfeed.

#WBW2015 objectives

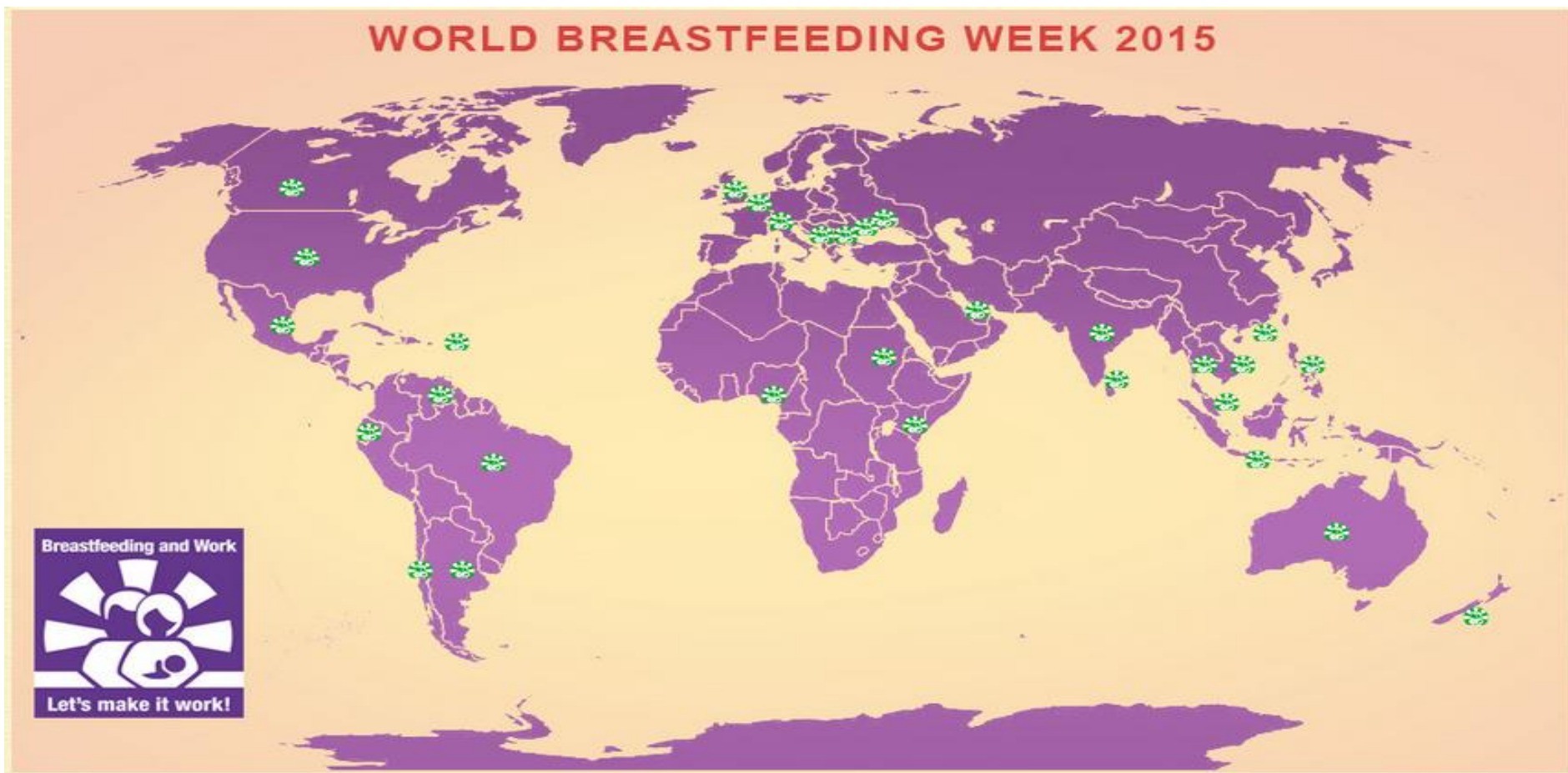
- 1** Galvanise multi-dimensional support from all sectors to enable women everywhere to work and breastfeed.
- 2** Promote actions by employers to become Family/Parent/Baby and Mother-Friendly, and to actively facilitate and support employed women to continue breastfeeding.
- 3** Inform people about the latest in global Maternity Protection entitlements, and raise awareness of the need to strengthen related national legislation and implementation.
- 4** Strengthen, facilitate and showcase supportive practices that enable women working in the informal sector to breastfeed.
- 5** Engage with target groups e.g. with Trade Unions, Workers Rights Organisations, Women's groups and Youth groups, to protect the breastfeeding rights of women in the workplace.

#WBW2015 celebration

Celebrate World Breastfeeding Week by organising an event and making a [pledge](#) for that event. See how others have pledged to celebrate #WBW2015 [here](#).

So far, we have received 91 pledges from 117, 183 participants but please keep them coming.

Once you share your pledge, WABA will put you on our map:



The role of Social Media

What is social media?

- [Social media](#) are online tools for social interaction, collaboration and participation, using highly accessible and dynamic communication techniques. The term refers to the use of web-based and mobile technologies that turn communication into interactive dialogue.

As participants of #WBW2015, you can use social media to:

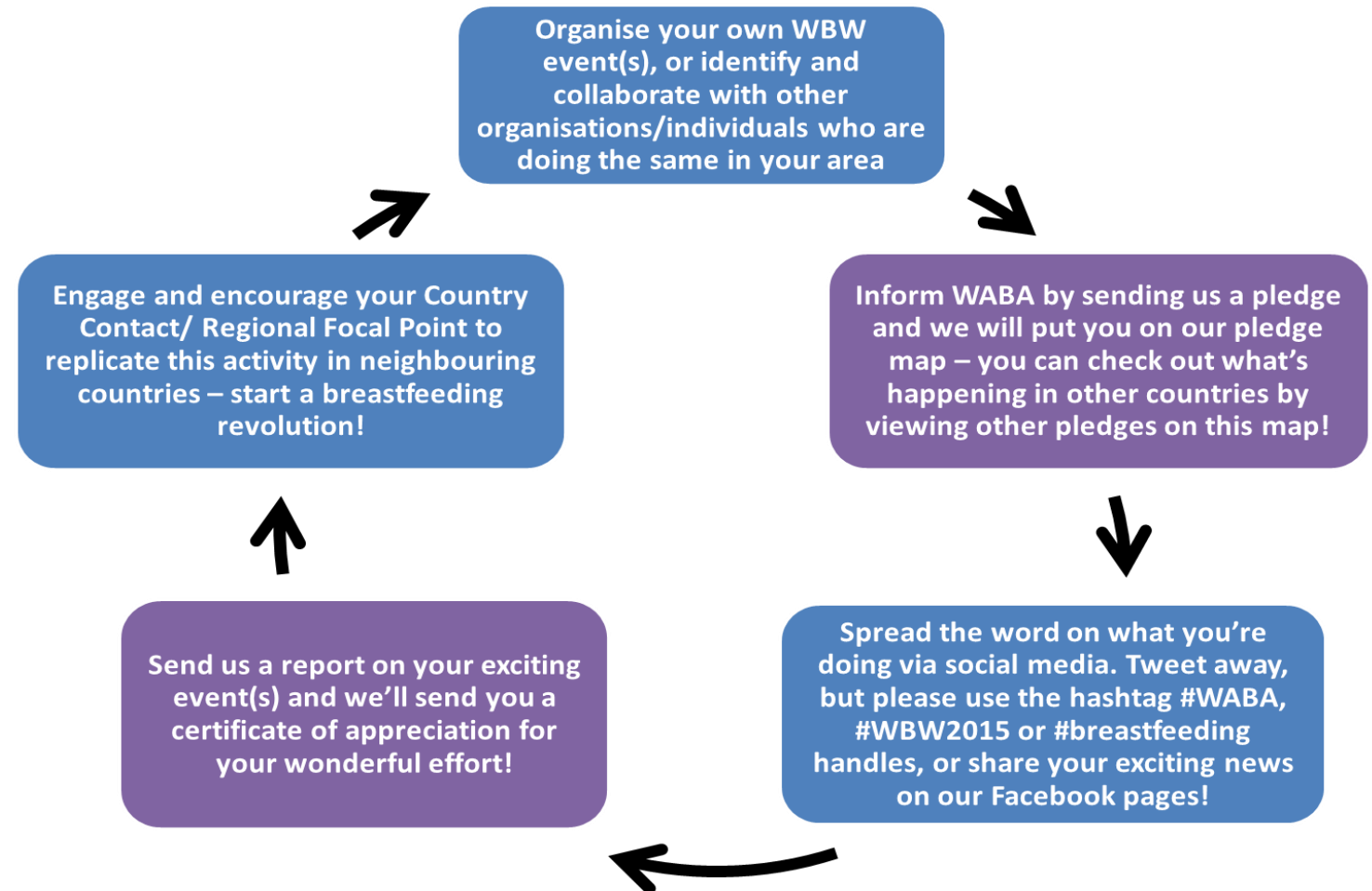
- Raise awareness of this event and the issue of #MaternityProtection and #WomenandWork
- Get ideas on how to organise your own #WBW2015 celebration
- Share experiences, stories and struggles on an open, moderated platform
- Increase pressure at the national and international level to lead to better #MaternityProtection practices

How you can participate

▪ Be part of #WBW2015

Share your #WBW2015 celebrations this year.

Use this diagram to help plan what you can do (in blue) and how you can involve and engage WABA in your efforts (in purple):



- Use and promote #WBW2015 materials

Step 1 visit our [website](#) > downloads > download materials

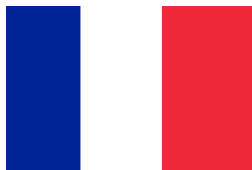
Step 2 have a look at our [logo](#), [action folder](#), [poster](#), [flyer](#), [calendar](#), and many other resources for tools to promote #MaternityProtection and #WomenandWork

Step 3 use our tools to organise your own event or promote these materials to other individuals/organisations. Do send us your [pledges](#) so we can put you on our pledge map!

Our materials are available in different languages, including:



[Spanish](#)



[French](#)



[Portuguese](#)



[Brazilian
Portuguese](#)



[Mandarin](#)



[Greek](#)



[Telugu](#)



[Lusophone
Portuguese](#)

- Visit our #WBW2015 page

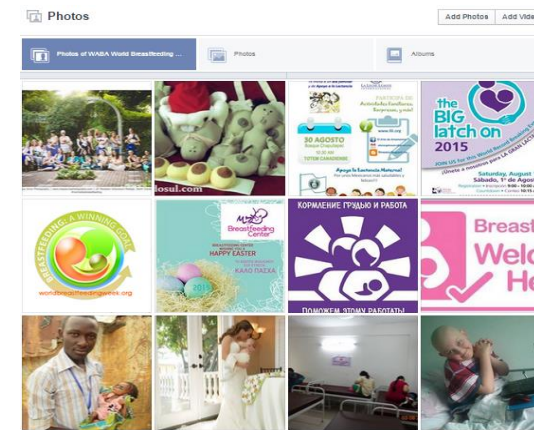
Step 1 visit and  our [Facebook](#) page

Step 2 stay updated on the latest developments and issues in the world of #MaternityProtection and #WomenandWork

Step 3 be part of our discussions, or share your own stories or experiences

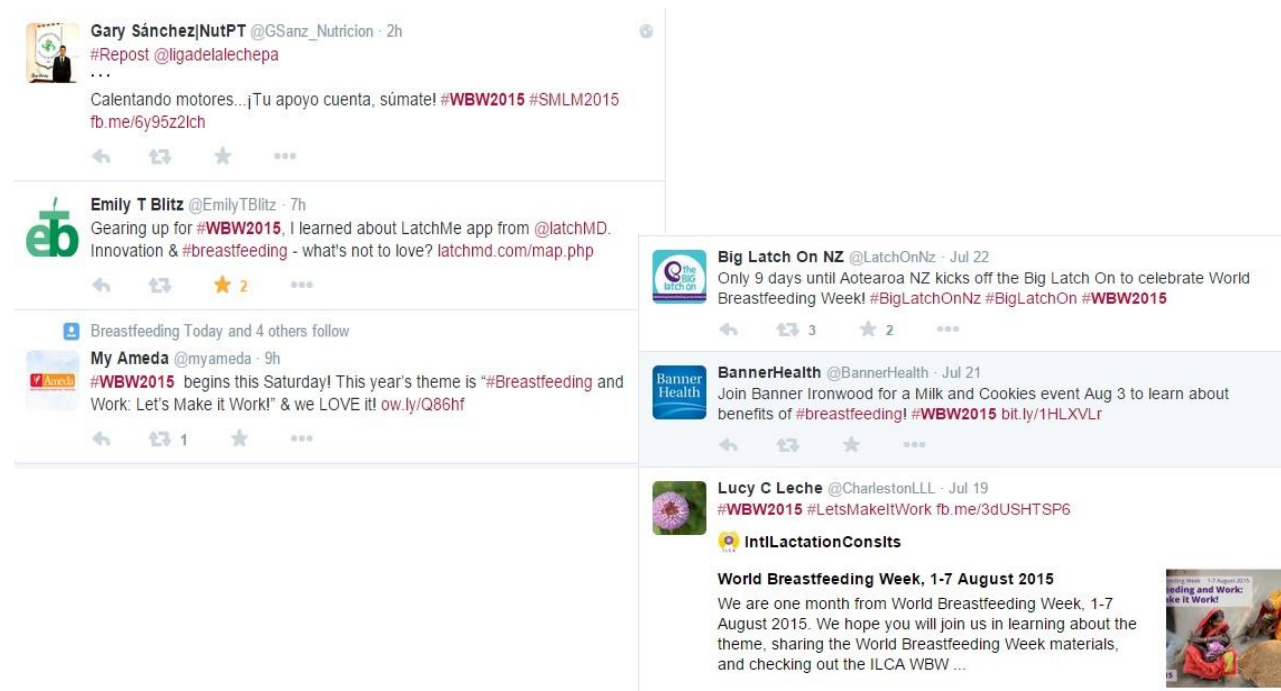
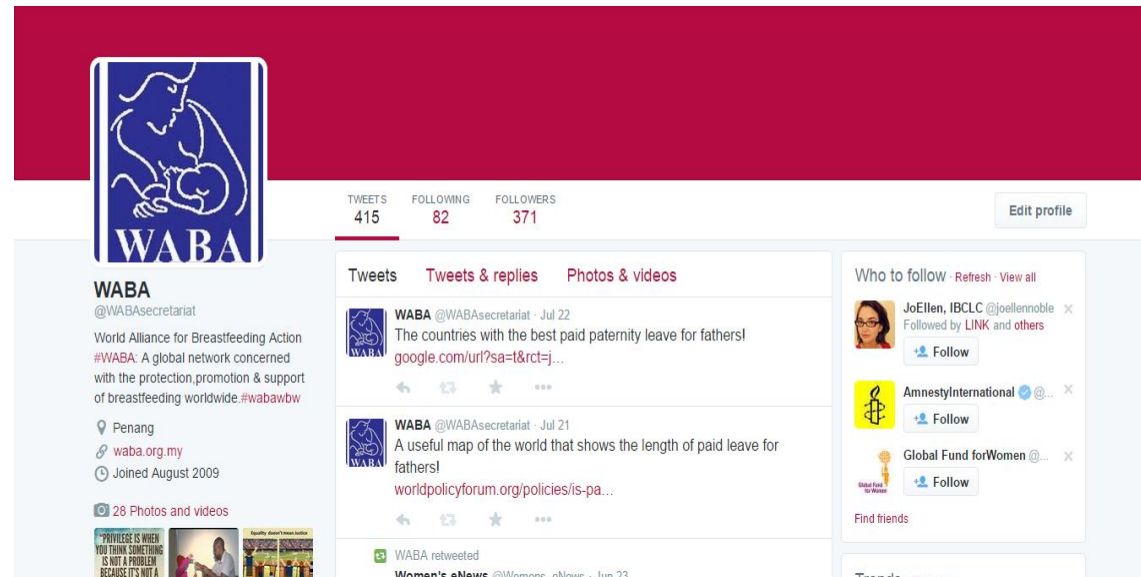
Step 4 send us pictures of your #WBW2015 event and tell us what you've been up to

Step 5 remember to use the hashtags #WBW2015 #breastfeeding #MaternityProtection #WomenandWork



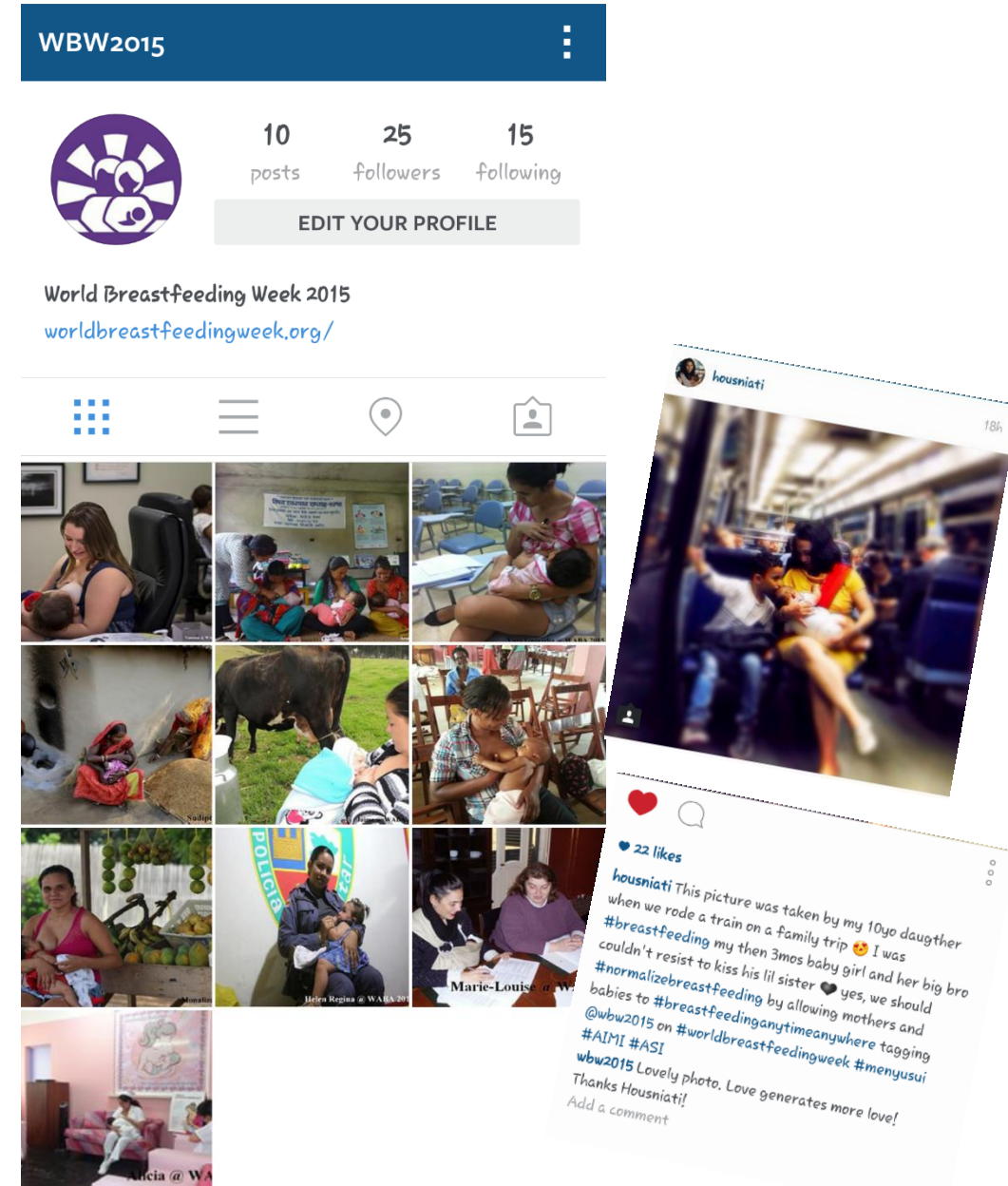
▪ Join #WBW2015 on Twitter

- Step 1 visit our [Twitter](#) page
- Step 2 stay updated on the latest developments and issues in the world of #MaternityProtection & #WomenandWork
- Step 3 retweet  interesting posts you've read
- Step 4 tell us about your #WBW2015 event and post pictures if you have any
- Step 5 remember to use the hashtags
#WBW2015 #breastfeeding
#MaternityProtection
#WomenandWork



- Instagram it

- Step 1 visit our [Instagram](#) page and please follow us!
- Step 2 check out our lovely winning photos from the #WBW2015 [photo contest](#)
- Step 3 snap away at your own #WBW2015 event or share local/national celebrations in your country
- Step 4 remember to tag us at #wbw2015
- Step 5 share this with the rest of the world by using the hashtags #WBW2015 #breastfeeding #MaternityProtection #WomenandWork



Resources

#WBW2015 on social media

- Hashtags: #WBW2015 #breastfeeding #MaternityProtection #WomenandWork
- Facebook: https://www.facebook.com/pages/WABA-World-Breastfeeding-Week/252424138273454?fref=ts&ref=br_tf
- Twitter: <https://twitter.com/WABAsecretariat>
- Instagram: <https://instagram.com/wbw2015/>

Useful Links

<http://worldbreastfeedingweek.org/>
(WABA - World Breastfeeding Week)

<http://worldbreastfeedingweek.org/pdf/wbw2015-af-eng-p.pdf>
(WABA – Action Folder)

http://www.unicef.org/nutrition/index_24824.html
(UNICEF - Breastfeeding)

<http://www.ilo.org/global/topics/equality-and-discrimination/maternity-protection/lang--en/index.htm>
(ILO - Maternity Protection)

<http://www.who.int/topics/breastfeeding/en/>
(WHO – Breastfeeding)