

World Breastfeeding Week

1-7 August 2016

Breastfeeding: A Key to Sustainable Development



SOCIAL MEDIA TOOLKIT

World Breastfeeding Week

- The WABA World Breastfeeding Week (WBW) started as an idea to commemorate the Innocenti Declaration in 1991 and has turned into an annual campaign coordinated and organised by WABA for the past 24 years.
- WBW is celebrated from 1st – 7th August in over 176 countries.
- Each year, WABA selects the WBW theme based on current issues/considerations, with the intention of raising sufficient awareness of a particular theme to be 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
- #WBW2016 focuses on the 17 Sustainable Development Goals (SDGs) – a global agenda to transform our world by 2030.

#WBW2016 Objectives

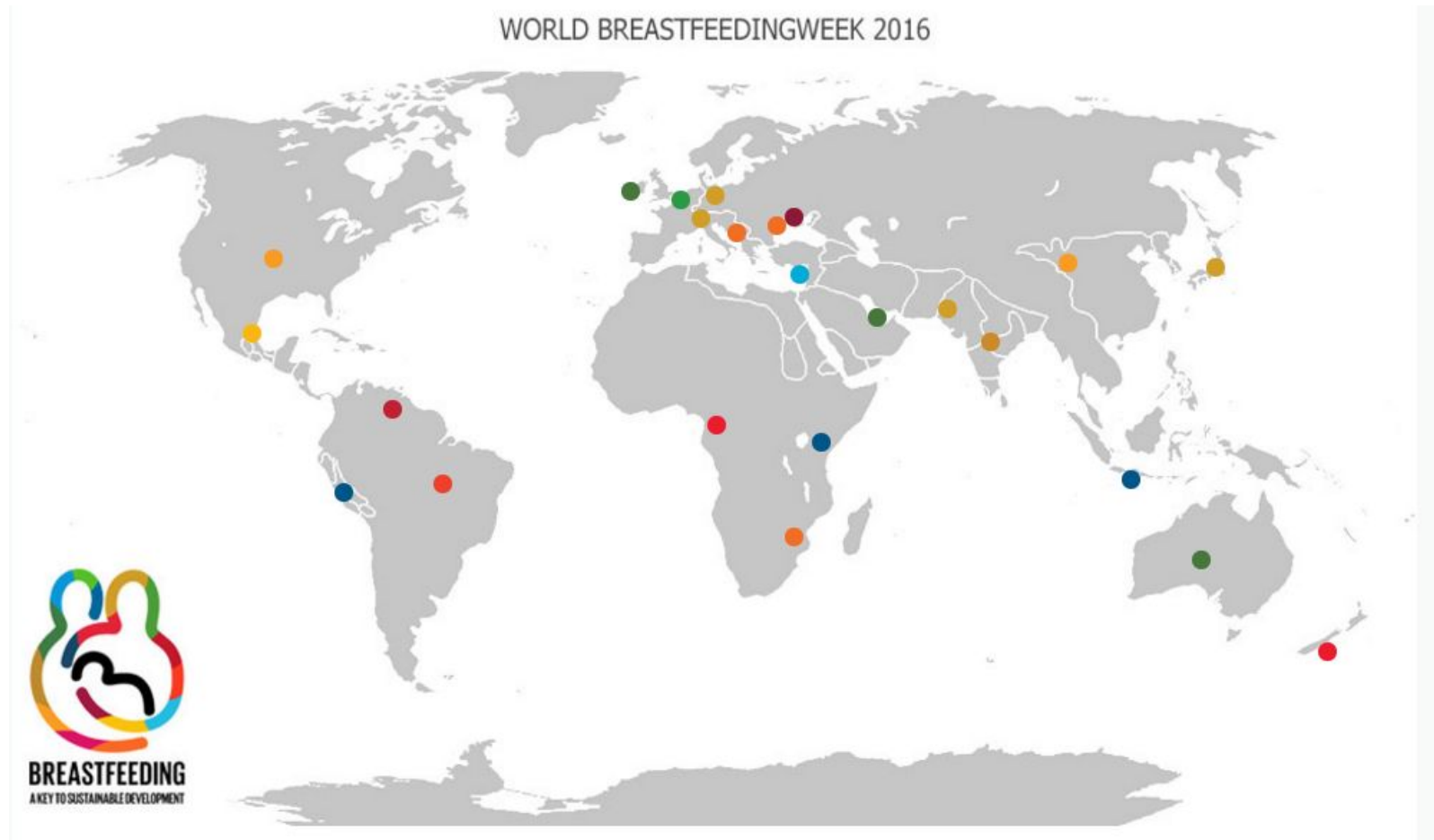
This year, #WBW2016 aims to:

- 1** **Inform** people about the new Sustainable Development Goals (SDGs) and how their achievement can be facilitated by improved breastfeeding and Infant and Young Child Feeding (IYCF).
- 2** **Firmly anchor** breastfeeding as a key component of sustainable development.
- 3** **Galvanise** a variety of actions at all levels on breastfeeding and IYCF in the new era of the SDGs.
- 4** **Engage** and collaborate with a wider range of actors around the promotion, protection and support of breastfeeding.

#WBW2016 Celebration

Get involved by making a pledge to organise a World Breastfeeding Week event. Stuck for ideas? See how others have pledged to celebrate #WBW2016 here.

Every pledge you make will be featured on our map:



The role of Social Media

What is social media?

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

As participants of #WBW2016, you can use social media to:

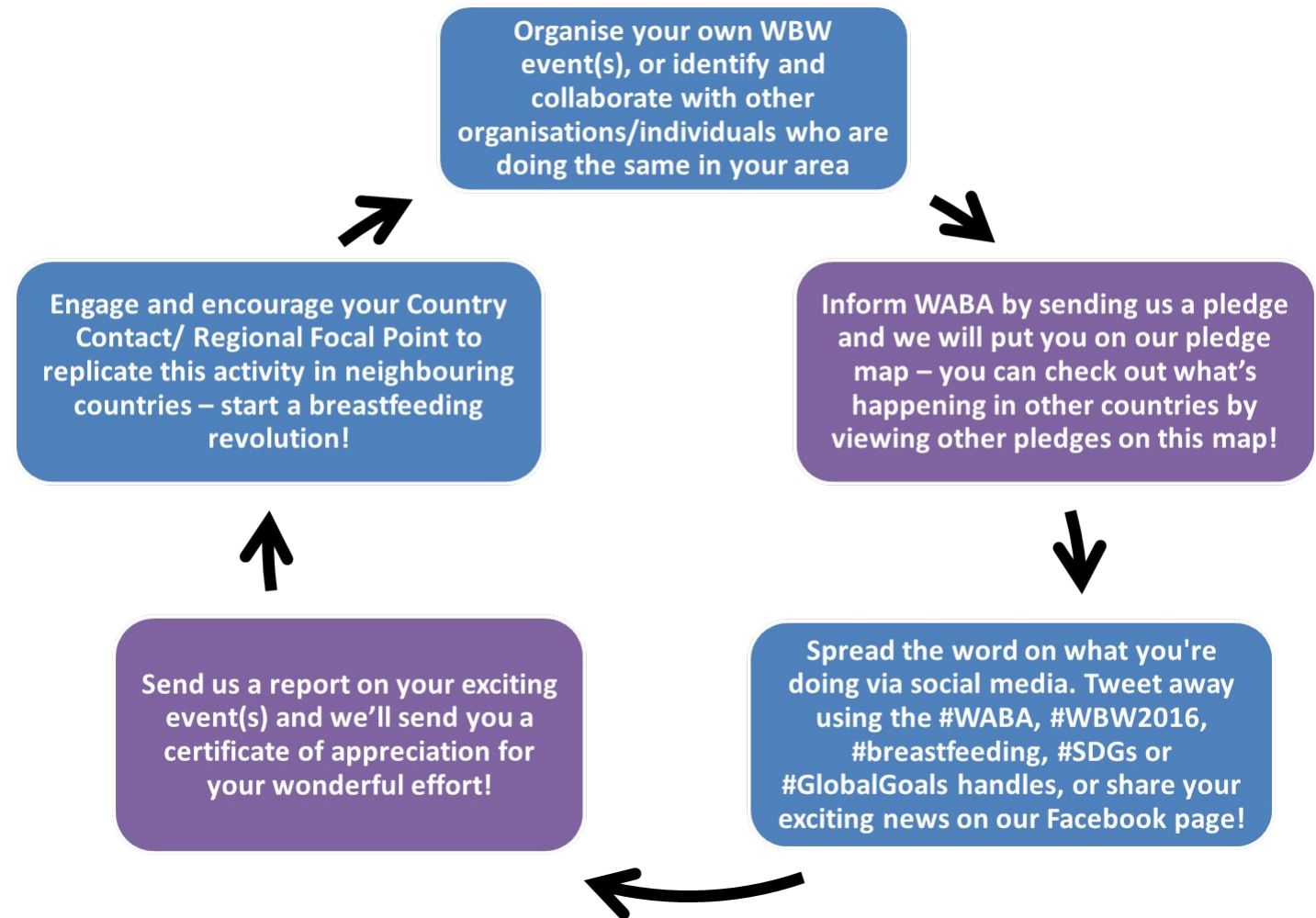
- Raise awareness of this event and link breastfeeding to each SDG
- Get ideas on how to organise your own #WBW2016 celebration
- Share experiences, stories and struggles on an open, moderated platform
- Work together in achieving sustainable development through the protection, promotion and support of breastfeeding.

How you can Participate

Breastfeeding: A Key to Sustainable Development

Be part of #WBW2016

- Share your #WBW2016 celebrations this year.
- This diagram may help you organise your own activity (blue) and engage WABA in your efforts (purple):



▪ Use and promote #WBW2016 materials

Step 1 visit our website > downloads > download materials

Step 2 use our logo, action folder, poster, calendar, and other resources to promote #breastfeeding and SDGs

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](#)



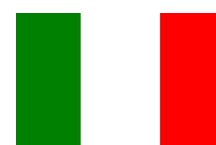
[Arabic](#)



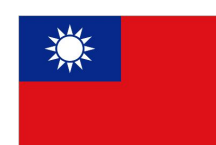
[Brazilian Portuguese](#)



[Mandarin](#)



[Italian](#)



[Taiwan Chinese](#)



[Lusophone Portuguese](#)

▪ Visit our #WBW2016 page

Step 1 visit and
page



our **Facebook**

Step 2 stay updated on the latest developments
and issues in the world of #breastfeeding and
#SDGs

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

Step 4 send us pictures of your #WBW2016
event and tell us what you've been up to

Step 5 remember to use the hashtags
#WBW2016 #breastfeeding #SDGs

Objectives of WABA | World Breastfeeding Week 2016

- 1 INFORM**
To inform people about the new Sustainable Development Goals (SDGs) and how they relate to breastfeeding.
- 2 FIRMLY ANCHOR**
To firmly anchor breastfeeding as a key component of sustainable development.
- 3 GALVANISE**
To galvanise a variety of actions at all levels on breastfeeding and IYCF in the new era of the SDGs.
- 4 ENGAGE**
To engage and collaborate with a wider range of actors around promotion, protection and support of breastfeeding.

WABA World Breastfeeding Week
@WABA.WBW

Timeline About Photos Likes More ▾ + Add Shop section

Timeline Photos
Updated 5 hours ago

for health workers, women, and community members focused on maternal and child nutrition, counseling, and support.

16 PEACE, JUSTICE AND STRONG INSTITUTIONS
15 LIFE ON LAND
14 LIFE BELOW WATER
13 CLIMATE ACTION
12 RESPONSIBLE CONSUMPTION AND PRODUCTION
11 SUSTAINABLE CITIES AND COMMUNITIES
10 REDUCED INEQUALITIES
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
8 DECENT WORK AND ECONOMIC GROWTH
7 AFFORDABLE AND CLEAN ENERGY
6 CLEAN WATER AND SANITATION

WABA World Breastfeeding Week shared World Alliance for Breastfeeding Action - WABA's post.
Published by Chuah Pei Ching (91) · 10 June at 12:15 ·

Part 2 - Tips to breastfeed successfully during Ramadan

Tips to breastfeed successfully during Ramadan

- Maintain good breastfeeding frequency
- Decrease activities during the day (including time in the kitchen...)
- Maintain enough sleep (nap)
- Nutritious and healthy 'iftar'
- Plenty of fluids (at least 12 glasses)
- SOHOR just before Fajr
- Take galactagogues foods and herbs

How I Can Fast... While Nursing

Maintain enough sleep (nap)
Sleep and rest as much as you can during the day. Night and breastfeeding more should be sure to get your rest. Taking a nap in the afternoon is a good way to manage your fatigue.

Nutritious and healthy 'iftar'
Iftar is the meal which breaks the day's fast. This meal should be eaten after sunset. Following the Prophet's example, dates will provide a quick source of much needed energy. Fruit juices will also be helpful. Avoiding alcohol is important. To maximize the health benefits of breastfeeding, it is recommended to avoid spicy and fatty foods.

Plenty of fluids
It is important that you hydrate yourself when fasting. Drink plenty of water throughout the day. A good rule of thumb is to drink at least 8 glasses of water per day. Drinking water is essential to maintain your health and energy.

+8

World Alliance for Breastfeeding Action WABA added 8 new photos

• Join #WBW2016 on Twitter

Step 1 visit our Twitter page

Step 2 stay updated on the latest developments and issues in the world of #breastfeeding and #SDGs

Step 3 retweet  interesting posts you've read

Step 4 tell us about your #WBW2016 event and post pictures if you have any

Step 5 remember to use the hashtags #WBW2016 #breastfeeding #SDGs #GlobalGoals



- **Instagram it**

Step 1 visit our Instagram page and please follow us!

Step 2 snap away at your own #WBW2016 event or share local/national celebrations in your country

Step 3 post your pictures and remember to tag us at #wbw2016

Step 4 share this with the rest of the world by using the hashtags #WBW2016 #breastfeeding #SDGs #GlobalGoals



Resources

#WBW2016 on social media

- Hashtags: #WABA #WBW2016 #breastfeeding #SDGs #GlobalGoals
- Facebook: <https://www.facebook.com/WABA.WBW/>
- Twitter: <https://twitter.com/WABAsecretariat>
- Instagram: https://instagram.com/wbw_goals/

Useful Links

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

<http://worldbreastfeedingweek.org/downloads.shtml>
(WABA – WBW materials)

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

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

<https://sustainabledevelopment.un.org/sdgs>
(UN – Sustainable Development Knowledge Platform)

<http://www.unwomen.org/en/news/in-focus/women-and-the-sdgs>
(UN Women – Women and SDGs)