

**#WBW2018**  
**General Facebook Posts**

**1. COPY**

#Breastfeeding is a universal solution that levels the playing field, giving everyone a fair start in life. It improves the #health, #wellbeing and #survival of women and children around the world. This #WBW2018, let's join hands to protect, promote and support #breastfeeding as the #FoundationOfLife!

**GRAPHIC**

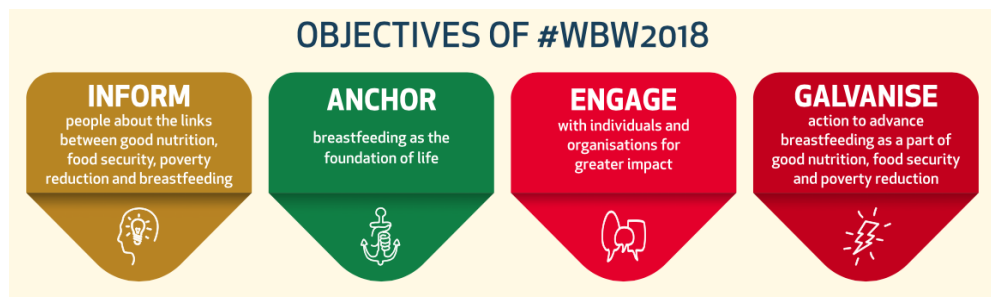


**2. COPY**

A sustainable and more equal world begins with efforts to end poverty, protect the planet and ensure prosperity for all. Together, we can achieve the @UnitedNation's @GlobalGoalsforSustainableDevelopment!

#WBW2018 focuses on preventing malnutrition in all its forms, ensuring food security and breaking the cycle of poverty.

**GRAPHIC**



### 3. COPY

Protecting, promoting and supporting #breastfeeding is crucial for the health of our planet and its people. Wherever you are, you can inform, anchor, engage and galvanise on breastfeeding as the #FoundationOfLife!

#### GRAPHIC



### 4. COPY

A team effort is needed to make #breastfeeding work. This #WBW2018, let's create a #WarmChain of support for #breastfeeding and lay the foundation for a healthier, more prosperous and sustainable future

#### GRAPHIC

