Gender-equitable parental social protection in all its forms can help enable breastfeeding. Empowering parents and ensuring their rights require that we advocate for policies, legislation, parent-friendly workplaces and gender-equitable social norms. This is important in both the formal and informal sectors.

Gender-equitable parental social protection also advances the Sustainable Development Goals.

#WBW2019 will protect, promote and support breastfeeding through:

- Parental social protection policies and legislation
- Parent-friendly workplaces in both formal and informal sectors
- Parent-friendly values and gender-equitable social norms

Objectives of #WBW2019

- **Inform**: people about the links between gender-equitable parental social protection and breastfeeding
- **Anchor**: parent-friendly values and gender-equitable social norms at all levels to support breastfeeding
- **Engage**: with individuals and organisations for greater impact
- **Galvanise**: action on gender-equitable parental social protection to advance breastfeeding

Let us work together to empower parents and enable breastfeeding, now and for the future!