WABA | WORLD BREASTFEEDING WEEK
1-7 AUGUST 2020

INFORM
people about the links between breastfeeding and the environment/climate change

OBJECTIVES OF #WBW2020

ANCHOR
breastfeeding as a climate-smart decision

Breastfeeding is a prime example of the deep connections between human health and nature’s ecosystems

Breastmilk is natural, renewable and environmentally safe

SUPPORT BREASTFEEDING
FOR A HEALTHIER PLANET

Protecting, promoting and supporting breastfeeding addresses inequalities that stand in the way of sustainable development

#WBW2020 will focus on the impact of infant feeding on the environment

ENGAGE
with individuals and organisations for greater impact

GALVANISE
action on improving the health of the planet and people through breastfeeding