#WBW2020 highlights the links between breastfeeding and planetary health. The interconnected nature of people and the planet requires that we must find sustainable solutions that benefit both. We can reduce our carbon and ecological footprints starting with how we feed our babies. Breastfeeding is an example of a sustainable solution.
OBJECTIVES OF #WBW2020

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

ANCHOR
breastfeeding as a climate-smart decision

ENGAGE
with individuals and organisations for greater impact

GALVANISE
action on improving the health of the planet and people through breastfeeding
Protection, promotion and support of breastfeeding are all important strategies at societal, setting and individual levels.

WHAT CAN BREASTFEEDING ADVOCATES DO?
Sensitise journalists and the media to stimulate public debate on the links between breastfeeding & the environment/climate change.

WHAT CAN BREASTFEEDING ADVOCATES DO?
Advocate for ongoing antenatal & postnatal breastfeeding counselling contact to sustain optimal breastfeeding.

**WHAT CAN BREASTFEEDING ADVOCATES DO?**

DIFFERENT PHASES OF MOTHER SUPPORT

... through pregnancy, childbirth and breastfeeding
Advocate for increased financing, monitoring & implementation of better policies & interventions to provide families the support for breastfeeding that they need, especially breastfeeding counselling.
Raise awareness among decision-makers to recognise the contribution of breastfeeding to food security & environmental sustainability.
A warm chain of support creates an enabling environment that empowers all women/parents to breastfeed optimally. Together, we can achieve a win-win situation for humanity and the planet.

A SUSTAINABLE SOLUTION FOR THE PLANET AND ITS PEOPLE
5 WAYS TO CELEBRATE #WBW2020

1. Share on our social media platforms:
   a. your breastfeeding experiences and support needed during the COVID-19 pandemic
   b. your thoughts about the links between breastfeeding and environment/climate change

2. Pledge & Report your #WBW2020 activities (physical and/or virtual)

3. Tune in to our #WBW2020 podcasts and send us your questions/comments

4. Use and share our Media Kit and Social Media Kit with your contacts

5. Follow the WBW website and social media platforms (Facebook, Twitter & Instagram) for more activity ideas and updates

Tell us how you will engage to celebrate #WBW2020!