



WABA | WORLD BREASTFEEDING WEEK 2020

#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

Coordinated action for optimal infant feeding during normal times and in emergencies is essential to ensure that the nutritional needs of all babies are met.



WHAT CAN BREASTFEEDING COORDINATORS DO?

Promote IYCF guidelines to develop national action plans & communication messages.



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Infant and Young Child Feeding



Counselling Cards for Community Workers

WHAT CAN BREASTFEEDING COORDINATORS DO?



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Ensure that breastfeeding protection, promotion & support is specifically included in national emergency-preparedness & response plans.



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**WHAT CAN BREASTFEEDING
COORDINATORS DO?**

Create a warm chain of support for breastfeeding by identifying key actors & their roles in the first 1000 days and linking them to each other.



The continuum of care during the **FIRST 1,000 DAYS**

MOTHER & BABY TIMELINE	Pregnancy			Child's 2nd Birthday
INITIATIVES	Antenatal Care	Delivery & Postpartum Care		Care Beyond Six Weeks
ACTORS	<ul style="list-style-type: none"> ▶ Academician ▶ Family member ▶ Nurse ▶ Peer Supporter 	<ul style="list-style-type: none"> ▶ Advocate ▶ General Practitioner ▶ Nutritionist/Dietitian ▶ Policy Maker 	<ul style="list-style-type: none"> ▶ Community Health Worker ▶ Lactation Consultant ▶ Obstetrician/Gynaecologist ▶ Trade Unionist 	<ul style="list-style-type: none"> ▶ Employer/Employee ▶ Midwife ▶ Paediatrician

Identify your role in the warm chain and use our information cards to find out what you can do. Once you have identified your role, link up with other stakeholders in creating a warm chain in your country or community.

WHAT CAN BREASTFEEDING COORDINATORS DO?

Allocate resources for community groups to be able to provide basic breastfeeding counselling & other forms of support close to women/parents.



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**WHAT CAN BREASTFEEDING
COORDINATORS DO?**

Advocate for placement of appropriately-trained & skilled staff at various levels: peer supporters, health professionals, lactation consultants and resource persons.



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**WHAT CAN BREASTFEEDING
COORDINATORS DO?**

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!