



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

Lay and peer supporters need basic training in breastfeeding counselling and practical skills. Lactation consultants need breastfeeding counselling skills and additional clinical skills to manage and overcome problems.



WHAT CAN BREASTFEEDING SUPPORT GROUPS DO?

Ensure that donor human milk is available for babies who need it through human milk banks or other appropriate community initiatives.



**WHAT CAN BREASTFEEDING
SUPPORT GROUPS DO?**

Reinforce support for breastfeeding families that targets all members of the family & the community by developing appropriate & consistent communication messages.



**WHAT CAN BREASTFEEDING
SUPPORT GROUPS DO?**

Promote scaling up of existing breastfeeding training tools and programmes including online, digital & e-learning methods, as well as face-to-face clinical & other practical teaching.



**WHAT CAN BREASTFEEDING
SUPPORT GROUPS DO?**



Advocate for all women/parents with young children to have access to skilled breastfeeding counselling from health facilities & communities.



WHAT CAN BREASTFEEDING SUPPORT GROUPS 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!