



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

Evidence shows that breastfeeding has many health, human capital, and future economic benefits for young children, their parents and countries.



WHAT CAN CIVIL SOCIETY ORGANISATIONS DO?

Inform communities about the impact of formula feeding on the environment using a variety of communication techniques and influencers.



**WHAT CAN CIVIL SOCIETY
ORGANISATIONS DO?**

Ensure that a public health perspective is taken to strengthen BFHI & breastfeeding counselling among the general population including during emergencies.



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**WHAT CAN CIVIL SOCIETY
ORGANISATIONS DO?**

Inform all health workers, community groups & the public about the importance of breastfeeding in national- & community preparedness plans.



WHAT CAN CIVIL SOCIETY ORGANISATIONS DO?

CREATIVITY



Develop creative ideas for virtual & online activities to engage target audiences.

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WHAT CAN CIVIL SOCIETY ORGANISATIONS DO?

Advocate for policies aimed at reducing carbon emissions from the BMS industry.



LAW

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**WHAT CAN CIVIL SOCIETY
ORGANISATIONS 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!