



التحالف العالمي لتشجيع الرضاعة الطبيعية (WABA)
| الأسبوع العالمي للرضاعة الطبيعية 2020

وأما الأسبوع العالمي للرضاعة الطبيعية 2020 (#WBW2020) فيوضح
الصلة الرابطة بين الرضاعة الطبيعية وصحة الكوكب.
تتطلب الطبيعة المترابطة بين الناس وكوكب الأرض إيجاد حلول
مستدامة تفيد كلاهما. وكخطوة أولى نحو تقليل البصمة الكربونية
وآثارها البيئية يمكننا البدء من كيفية تغذية أطفالنا.
تعدّ الرضاعة الطبيعية مثلاً لحلّ مستدام.

WBW2020# أهداف أسبوع الرضاعة الطبيعية



إعلام

الناس عن الروابط بين الرضاعة
الطبيعية والبيئة / تغير المناخ



الارتكاز

الارتكاز على الرضاعة الطبيعية
كقرار ذكي للمناخ



الانخراط

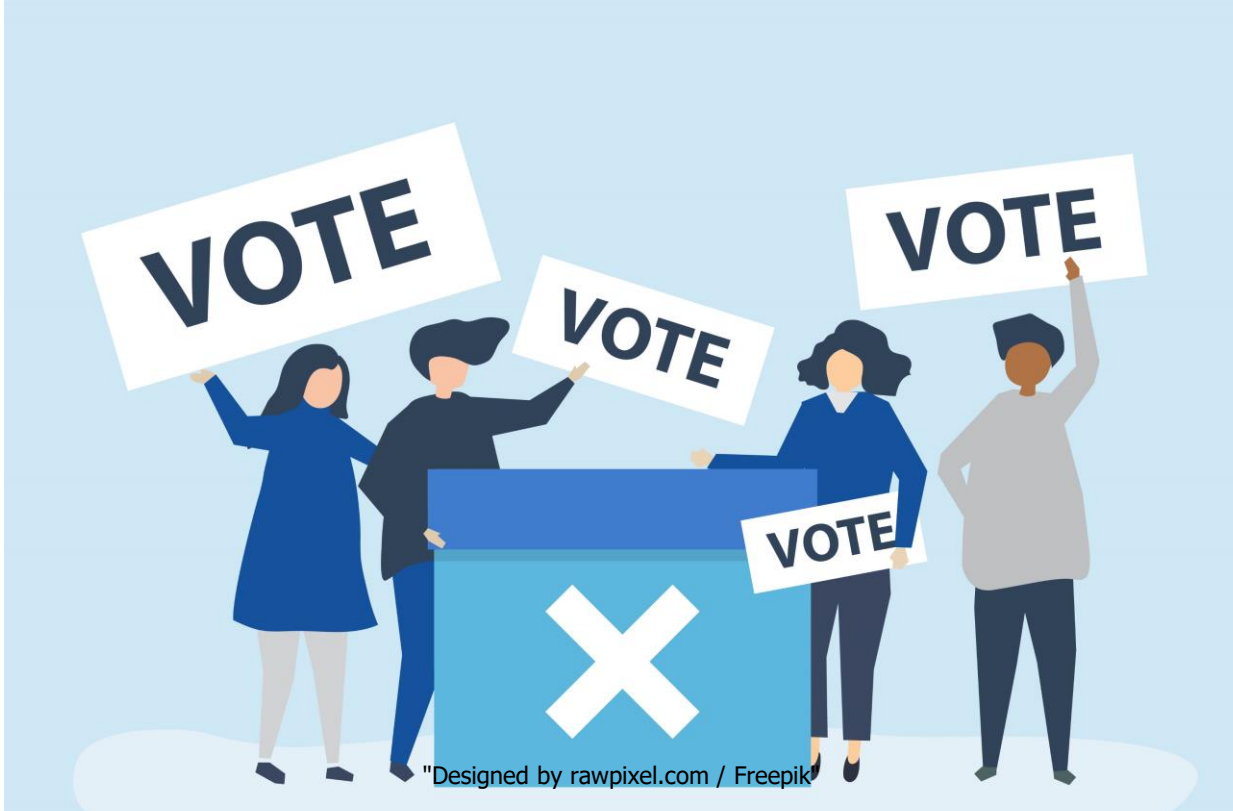
الانخراط في العمل مع الأفراد
والمنظمات لتأثير أكبر



تحفيز

تحفيز العمل على تحسين صحة
الكوكب والناس من خلال
الرضاعة الطبيعية

الرضاعة الطبيعية أحد أفضل الاستثمارات لتجنب الوفيات بين الرضع وتحسين الصحة،
والتنمية الاجتماعية والاقتصادية للأفراد والدول.



ما الذي يمكن لصانعي القرار فعله؟

مواءمة السياسات والتوجيهات الوطنية وتلك الدولية عن الرضاعة الطبيعية وتغذية الرضع وصغار الأطفال مع جدول أعمال أهداف التنمية المستدامة والمبادرات الأخرى المتعلقة بالبيئة والمناخ.



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WABA | WORLD BREASTFEEDING WEEK
BREASTFEEDING
A Key to Sustainable Development

1
Breastfeeding is a natural and low-cost way of feeding babies and children. It is affordable for everyone and does not burden household budgets compared to artificial feeding. Breastfeeding contributes to poverty reduction.



Sustainable Development Goals

1
End Poverty in all its forms everywhere

2
Exclusive breastfeeding and continued breastfeeding for two years and beyond provide high-quality nutrients and absorbent energy and can help prevent hunger, malnutrition and obesity. Breastfeeding also means food security for infants.

3
Breastfeeding significantly improves the health, development and survival of infants and children. It also contributes to improved health and well-being of mothers, both in the short and long term.

4
Breastfeeding and adequate complementary feeding are fundamental for readiness to learn. Breastfeeding and good-quality complementary foods significantly contribute to mental and cognitive development and thus promote learning.

5
Breastfeeding is the great equalizer, giving every child a fair and best start in life. Breastfeeding is everyone's right of access and they should be supported by policy to breastfeed optimally. The breastfeeding experience is the starting point and empowering for the mother as she is in control of how she feeds her baby.

2
End hunger, achieve food security and improved nutrition and promote sustainable agriculture

3
Ensure healthy lives and promote well-being for all at all ages

4
Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

5
Achieve gender equality and empower all women and girls

6
Breastfeeding on demand provides all the water a baby needs when it first starts. On the other hand, formula feeding requires access to clean water, hygiene and sanitation.

7
Breastfeeding enables low energy, clean and secure technologies to provide electricity. It also reduces the need for water, biomass and fuel fuels in the home.

8
Breastfeeding women who are supported by their employers are most productive and loyal. Maternity protection and other workplace policies can enable women to combine breastfeeding and their other work or employment. Decent jobs should cater to the needs of breastfeeding women, especially those in precarious situations.

9
With industrialization and urbanization, cities and cities challenges become a prominent. Breastfeeding mothers have to handle the huge need to manage these challenges and its impacts on employees, their families and communities. Cities near the workplace, local institutions and breastfeeding benefits can make a big difference.

6
Ensure availability and sustainable management of water and sanitation for all

7
Ensure access to affordable, reliable, sustainable and modern energy for all

8
Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

9
Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation

10
Breastfeeding practices differ across the globe. Breastfeeding needs to be protected, promoted and supported among all, but in particular among poor and vulnerable groups. This will help reduce inequalities.

11
In the hubs of big cities, breastfeeding countries and their business need to be safe and welcome in all public spaces like theatre and recreational centres. Women and children are affected disproportionately. Pregnancy and lactating women need particular support during such times.

12
Breastfeeding provides a healthy, stable, non-polluting, non-toxic, intensive, sustainable and natural source of nutrition and sustenance.

13
Breastfeeding safeguards infant health and nutrition in times of adversity and weather-related disasters due to global warming.

10
Reduce inequality within and among countries

11
Make cities and human settlements inclusive, safe, resilient and sustainable

12
Ensure sustainable consumption and production patterns

13
Take urgent action to combat climate change and its impacts

14
Breastfeeding entails less waste compared to formula feeding. Industrial formula production and distribution lead to waste that pollutes the seas and affects marine life.

15
Breastfeeding is ecological compared to formula feeding. Formula production implies dairy farming that often puts pressure on natural resources and contributes to carbon emissions and climate change.

16
Breastfeeding is endorsed in many human rights frameworks and conventions. National legislation and policies to protect and support breastfeeding mothers and babies are needed to ensure that their rights are upheld.

17
The Global Strategy for Infant and Young Child Feeding (2017) fosters multi-sectoral collaboration, and can help open windows for partnerships for support of development through breastfeeding programs and activities.

14
Conserve and sustainably use the oceans, seas and marine resources for sustainable development

15
Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and biodiversity loss

16
Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

17
Strengthen the means of implementation and revitalize the global partnership for sustainable development

ما الذي يمكن لصانعي القرار فعله؟

التأكد من أن المدونة الدولية لتسويق بدائل لبن الأم وقرارات
جمعية الصحة العالمية ذات الصلة يتم تطبيقها بالكامل مع
مراقبتها.



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ما الذي يمكن لصانعي القرار فعله؟

ضمان اتخاذ منظور الصحة العامة لتعزيز تطبيق مبادرة
المستشفيات الصديقة للأطفال واستشارات الرضاعة الطبيعية
ليشمل كافة المواطنين بما في ذلك أثناء حالات الطوارئ.



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ما الذي يمكن لصانعي القرار فعله؟

استثمر في البرامج التدريبية المستمرة لمختلف مستويات
الأطباء، واستشاريي الرضاعة، والعاملين في مجال صحة
المجتمع ومقدمي الدعم الأقران.



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ما الذي يمكن لصانعي القرار فعله؟

سنّ وتفعيل قانون الإجازة العائلية مدفوعة الأجر وسياسة الرضاعة الطبيعية في مواقع العمل بحسب منظمة العمل الدولية (ILO) واتفاقية حماية الأمومة - رقم C183 على أنها الحد الأدنى للمعايير.

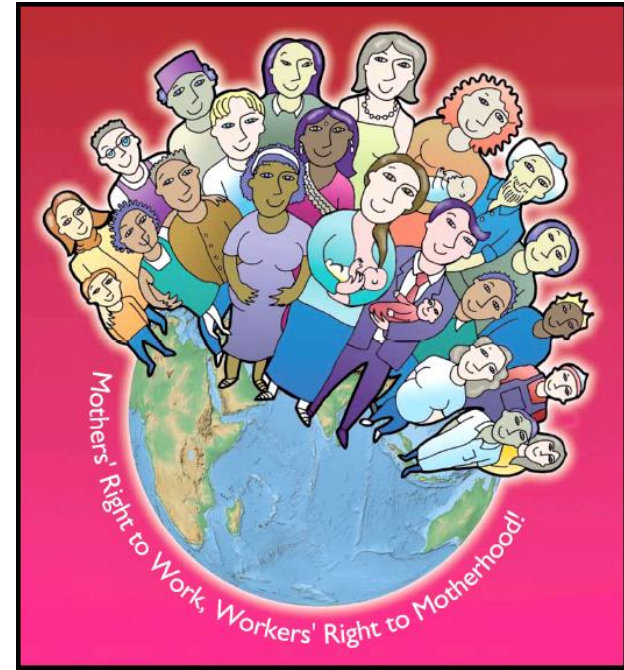


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PARENTS AT WORK
Leave & Breastfeeding Breaks by Country

Parents at Work: Leave & Breastfeeding Breaks by Country is an advisory tool developed by the World Alliance for Breastfeeding Action (WABA) as part of the Empowering Parents Campaign (EPC). The EPC aims to promote social protection that will facilitate the integration of parents' productive and reproductive work in both formal and informal sectors. Family-supportive policies that enable women to remain and progress in paid employment and encourage men to take their fair share of care work are crucial to achieving greater gender equality at work and at home. www.waba.org/ includes parental social protection policies and legislation, public-funded paid leave and parent-friendly or family-friendly workplaces that help transform social norms, protect workers from job discrimination and help achieve the balance in work and family life for all workers in line with several of the [Sustainable Development Goals](https://www.waba.org/).

This tool summarises the nationally mandated leave (maternity, paternity and parental), breastfeeding breaks, and the provider of these benefits in 108 countries. To date, 28 countries have ratify the [Maternity Protection Convention, 2000 \(No. 183\)](https://www.waba.org/), which sets the minimum global standards. Out of 108 countries studied, paternity and parental leave are only available in 100 and 86 countries respectively, and most countries offer at least some paid maternity leave. Progress is slow in meeting the World Health Organisation (WHO) recommendation for the provision of at least 6 months paid leave to support exclusive breastfeeding. Approximately half of the countries worldwide meet the International Labour Organization (ILO) standards including 47% of low-income countries, 42% of middle-income countries, and 77% of high-income countries. Use this tool to advocate for gender-equitable parental social protection that will empower parents and enable breastfeeding in the context of both formal and informal work sectors.



ما الذي يمكن لصانعي القرار فعله؟

إن سلسلة الدعم الدافئة للرضاعة الطبيعية توفر بيئة تمكن الأمهات والأهل من ممارسة الرضاعة الطبيعية على أفضل وجه. معاً، نستطيع تحقيق ما فيه فائدة للإنسانية ولكوكبنا.

حلول مستدامة
للمحافظة على كوكب
الأرض وسكانه



خمسة طرق للاحتفال بالأسبوع العالمي للرضاعة الطبيعية #WBW2020

1. شاركوا على منصات التواصل الاجتماعي الخاصة بنا:
 - أ. تجاربكم مع الرضاعة الطبيعية والدعم اللازم لها خلال جائحة كوفيد-19
 - ب. أفكاركم حول العلاقة بين الرضاعة الطبيعية والبيئة والتغير المناخي
2. تعهدوا وأعلنوا عن نشاطاتكم (الواقعية و/أو الافتراضية) في #WBW2020
3. تابعوا [يودكاست #WBW2020](#)، وأرسلوا لنا أسئلتكم وتعليقاتكم
4. شاركونا واطرحوا أي سؤال على ([WBW2020Ask Me](#)) [#Anything\(AMA\)](#)
5. تابعوا الموقع الإلكتروني [للأسبوع العالمي للرضاعة الطبيعية](#) [WBW website](#) ومنصاته على شبكات التواصل الاجتماعي (فيسبوك-تويتر-انستغرام) لمزيد من الأفكار عن النشاطات وما يستجد.

أخبرونا عن كيفية مشاركتكم في الاحتفال بأسبوع الرضاعة الطبيعية #WBW2020