



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**

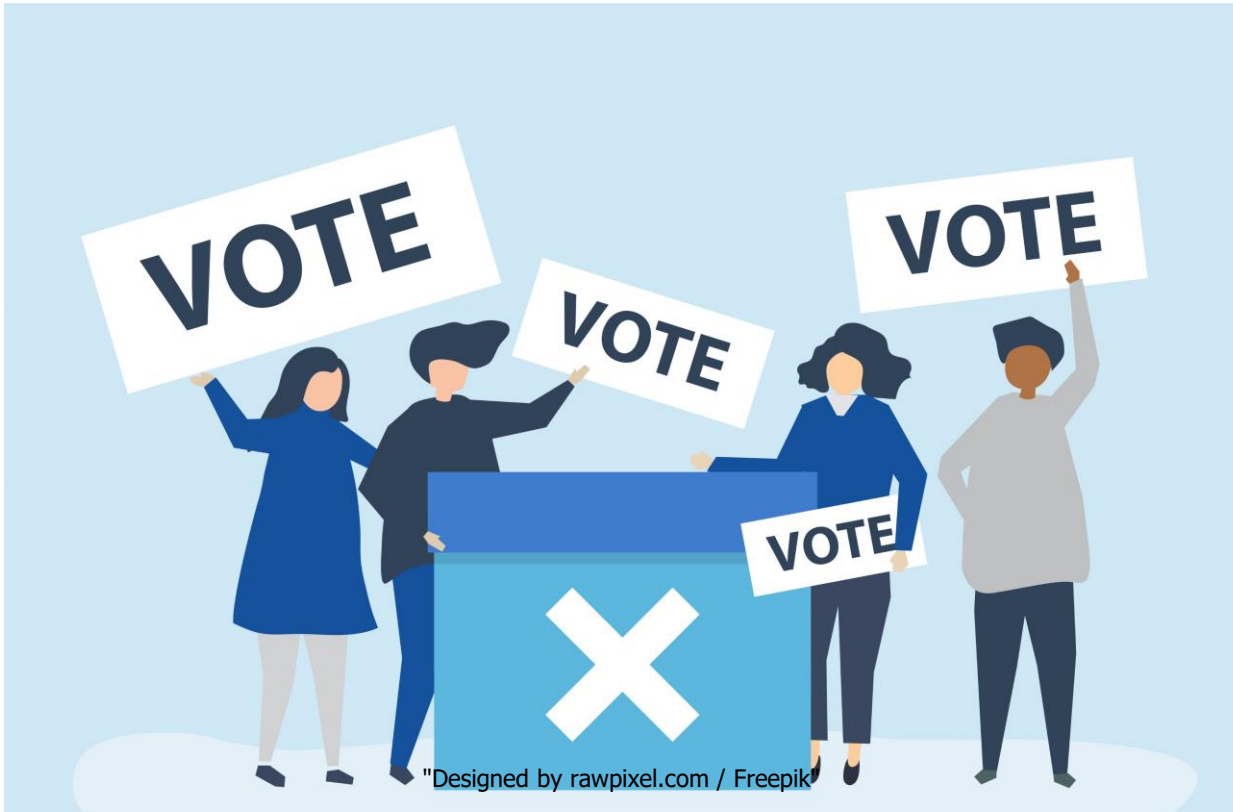
with individuals  
and organisations  
for greater impact



### **GALVANISE**

action on improving the  
health of the planet and  
people through breastfeeding

Breastfeeding is one of the best investments in saving infant lives and improving the health, social and economic development of individuals and nations.



**WHAT CAN  
DECISION-MAKERS DO?**

Align national & international policies and guidance on breastfeeding & IYCF with the SDG agenda & other environment/climate initiatives.



"Designed by studlogstock / Freepik"

WABA | WORLD BREASTFEEDING WEEK  
**BREASTFEEDING**  
A Key to Sustainable Development

**Sustainable Development Goals**

<p><b>1</b></p> <p>End poverty in all its forms everywhere</p>	<p><b>1</b></p> <p>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.</p>
<p><b>2</b></p> <p>End hunger, achieve food security and improved nutrition and promote sustainable agriculture</p>	<p><b>2</b></p> <p>Exclusive breastfeeding and continued breastfeeding for two years and beyond provide high-quality nutrients and adequate energy and can help prevent hunger, malnutrition and obesity. Breastfeeding also means food security for infants.</p>
<p><b>3</b></p> <p>Ensure healthy lives and promote well-being for all at all ages</p>	<p><b>3</b></p> <p>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.</p>
<p><b>4</b></p> <p>Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all</p>	<p><b>4</b></p> <p>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.</p>
<p><b>5</b></p> <p>Achieve gender equality and empower all women and girls</p>	<p><b>5</b></p> <p>Breastfeeding is the great equalizer, giving every child a fair and best start in life. Breastfeeding is a woman's right of choice and they should be supported by society to breastfeed optimally. The breastfeeding experience can be a life-changing and empowering for the mother as she is in control of how she feeds her baby.</p>
<p><b>6</b></p> <p>Ensure availability and sustainable management of water and sanitation for all</p>	<p><b>6</b></p> <p>Breastfeeding on demand provides all the water a baby needs, even in hot climates. On the other hand, formula feeding requires access to clean water, hygiene and sanitation.</p>
<p><b>7</b></p> <p>Ensure access to affordable, reliable, sustainable and modern energy for all</p>	<p><b>7</b></p> <p>Breastfeeding entails less energy consumption than formula production, distribution and use. It also reduces the need for water, treatment and fuel to heat the water.</p>
<p><b>8</b></p> <p>Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all</p>	<p><b>8</b></p> <p>Breastfeeding women who are supported by their employers are more productive and loyal. Maternity protection and other workplace policies can enable women to combine breastfeeding and their other work or employment. Better job should cater to the needs of breastfeeding women, especially those in precarious situations.</p>
<p><b>9</b></p> <p>Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation</p>	<p><b>9</b></p> <p>With industrialisation and urbanisation, the informal sector challenges become a prominent. Breastfeeding mothers who are through the home need to manage these challenges and be supported by employers' social protection and conventions. Crèches near the workplace, lactation rooms and breastfeeding breaks can make a big difference.</p>
<p><b>10</b></p> <p>Reduce inequality within and among countries</p>	<p><b>10</b></p> <p>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.</p>
<p><b>11</b></p> <p>Make cities and human settlements inclusive, safe, resilient and sustainable</p>	<p><b>11</b></p> <p>In the context of big cities, breastfeeding countries and their business cases to their safe and welcome in all public spaces like libraries and recreational spaces. In cities, women and children are affected disproportionately by air pollution and lack of breastfeeding support during such times.</p>
<p><b>12</b></p> <p>Ensure sustainable consumption and production patterns</p>	<p><b>12</b></p> <p>Breastfeeding provides a healthy, stable, non-polluting, non-toxic, intensive, sustainable and natural source of nutrition and nourishment.</p>
<p><b>13</b></p> <p>Take urgent action to combat climate change and its impacts</p>	<p><b>13</b></p> <p>Breastfeeding safeguards infant health and nutrition in times of adversity and weather-related disasters due to global warming.</p>
<p><b>14</b></p> <p>Conserve and sustainably use the oceans, seas and marine resources for sustainable development</p>	<p><b>14</b></p> <p>Breastfeeding entails less waste compared to formula feeding. Industrial formula production and distribution lead to waste that pollutes the seas and affects marine life.</p>
<p><b>15</b></p> <p>Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and biodiversity loss</p>	<p><b>15</b></p> <p>Breastfeeding to ecogarden compared to formula feeding. Formula production implies dairy farming that often puts pressure on natural resources and contributes to carbon emissions and climate change.</p>
<p><b>16</b></p> <p>Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels</p>	<p><b>16</b></p> <p>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.</p>
<p><b>17</b></p> <p>Strengthen the means of implementation and revitalise the global partnership for sustainable development</p>	<p><b>17</b></p> <p>The Global Strategy for Infant and Young Child Feeding (2017) fosters multi-sectoral collaboration, and can build upon existing partnerships for support of development through breastfeeding programs and activities.</p>

# WHAT CAN DECISION-MAKERS DO?

Ensure that the International Code of Marketing of Breastmilk Substitutes & relevant WHA resolutions are fully implemented & monitored.



"Designed by studiogstock / Freepik"



**WHAT CAN DECISION-MAKERS DO?**

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



"Designed by studiodstock / Freepik"



**WHAT CAN DECISION-MAKERS DO?**

Invest in consistent training programmes for different levels of health professionals, lactation consultants, community health workers & lay/peer supporters.



"Designed by studiogstock / Freepik"



**WHAT CAN DECISION-MAKERS DO?**

Enact paid family leave & workplace breastfeeding policies based on the ILO Maternity Protection Convention C183 as the minimum standard.



"Designed by studiogstock / Freepik"



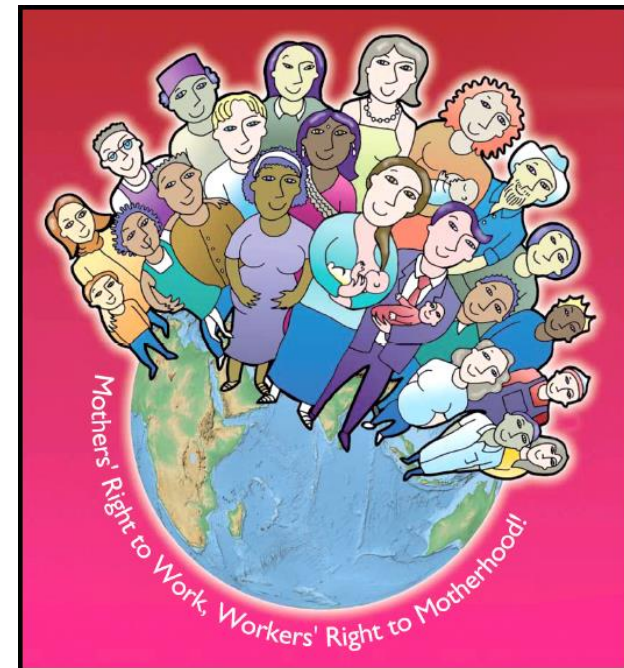
### PARENTS AT WORK

#### Leave & Breastfeeding Breaks by Country

**P**arents at Work: Leave & Breastfeeding Breaks by Country is an advocacy 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. [Parental Leave](#) 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](#).



This tool summarizes 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 \(No. 183\)](#), 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 Organization (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, 43% 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.



# WHAT CAN DECISION-MAKERS 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!