#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.
Ensure that the International Code of Marketing of Breastmilk Substitutes & relevant WHA resolutions are fully implemented & monitored.
Ensure that a public health perspective is taken to strengthen BFHI & breastfeeding counselling among the general population including during emergencies.
WHAT CAN DECISION-MAKERS DO?

Invest in consistent training programmes for different levels of health professionals, lactation consultants, community health workers & lay/peer supporters.
Enact paid family leave & workplace breastfeeding policies based on the ILO Maternity Protection Convention C183 as the minimum standard.
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.
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!