#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 can contribute to short- and long-term health, good nutrition and food security in normal and emergency situations.
Support mothers with practical breastfeeding support and help them overcome challenges they may face.

WHAT CAN HEALTHCARE PROFESSIONALS DO?
Help shape appropriate & consistent communication messages.

WHAT CAN HEALTHCARE PROFESSIONALS DO?
Develop training tools & programmes online as well as face-to-face teaching.

WHAT CAN HEALTHCARE PROFESSIONALS DO?
Implement the revised BFHI 2018 guidelines in all health facilities.
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.
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!