



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 can contribute to short- and long-term health, good nutrition and food security in normal and emergency situations.



**WHAT CAN HEALTHCARE
PROFESSIONALS DO?**

Support mothers with practical breastfeeding support and help them overcome challenges they may face.



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**WHAT CAN HEALTHCARE
PROFESSIONALS DO?**

Help shape appropriate &
consistent communication messages.

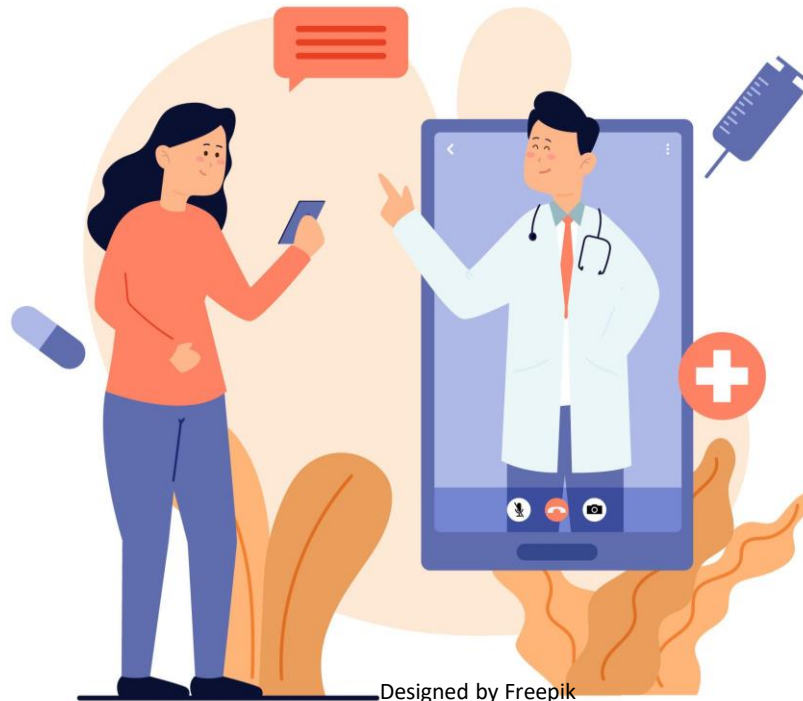


**WHAT CAN HEALTHCARE
PROFESSIONALS DO?**

Develop training tools & programmes online as well as face-to-face teaching.



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**WHAT CAN HEALTHCARE
PROFESSIONALS DO?**

Implement the revised BFHI 2018 guidelines
in all health facilities.



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| <p>1 HOSPITAL POLICIES Hospitals support mothers to breastfeed by...</p> <ul style="list-style-type: none"> Not promoting infant formula, bottles or teats Making breastfeeding core standard practice Keeping track of support for breastfeeding <p>World Health Organization unicef</p> | <p>2 STAFF COMPETENCY Hospitals support mothers to breastfeed by...</p> <ul style="list-style-type: none"> Training staff on supporting mothers to breastfeed Assessing health workers' knowledge and skills <p>World Health Organization unicef</p> | <p>3 ANTENATAL CARE Hospitals support mothers to breastfeed by...</p> <ul style="list-style-type: none"> Discussing the importance of breastfeeding for babies and mothers Preparing women in how to feed their baby <p>World Health Organization unicef</p> | <p>4 CARE RIGHT AFTER BIRTH Hospitals support mothers to breastfeed by...</p> <ul style="list-style-type: none"> Encouraging skin-to-skin contact between mother and baby soon after birth Helping mothers to put their baby to the breast right away <p>World Health Organization unicef</p> | <p>5 SUPPORT MOTHERS WITH BREASTFEEDING Hospitals support mothers to breastfeed by...</p> <ul style="list-style-type: none"> Checking positioning, attachment and sucking Giving practical breastfeeding support Helping mothers with common breastfeeding problems <p>World Health Organization unicef</p> |
| <p>6 SUPPLEMENTING Hospitals support mothers to breastfeed by...</p> <ul style="list-style-type: none"> Giving only breast milk unless there are medical reasons Prioritizing donor human milk when a supplement is needed Helping mothers who want to formula feed to do so safely <p>World Health Organization unicef</p> | <p>7 ROOMING-IN Hospitals support mothers to breastfeed by...</p> <ul style="list-style-type: none"> Letting mothers and babies stay together day and night Making sure that mothers of sick babies can stay near their baby <p>World Health Organization unicef</p> | <p>8 RESPONSIVE FEEDING Hospitals support mothers to breastfeed by...</p> <ul style="list-style-type: none"> Helping mothers know when their baby is hungry Not limiting breastfeeding times <p>World Health Organization unicef</p> | <p>9 BOTTLES, TEATS AND PACIFIERS Hospitals support mothers to breastfeed by...</p> <ul style="list-style-type: none"> Counsel mothers on the use and risks of feeding bottles, teats, and pacifiers <p>World Health Organization unicef</p> | <p>10 DISCHARGE Hospitals support mothers to breastfeed by...</p> <ul style="list-style-type: none"> Referring mothers to community resources for breastfeeding support Working with communities to improve breastfeeding support services <p>World Health Organization unicef</p> |

**WHAT CAN HEALTHCARE
PROFESSIONALS 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!