



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

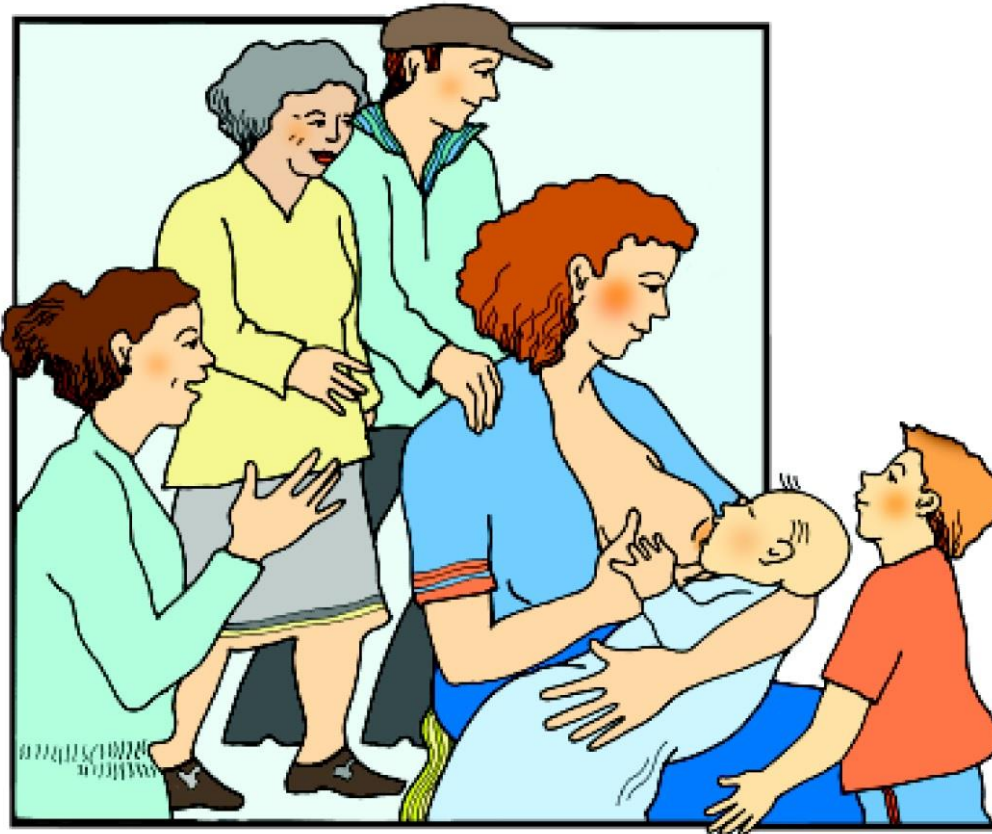
with individuals  
and organisations  
for greater impact



### GALVANISE

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

All women/parents should be offered planned contact sessions during the antenatal and postnatal periods



**WHAT CAN PARENTS &  
FAMILY MEMBERS DO?**

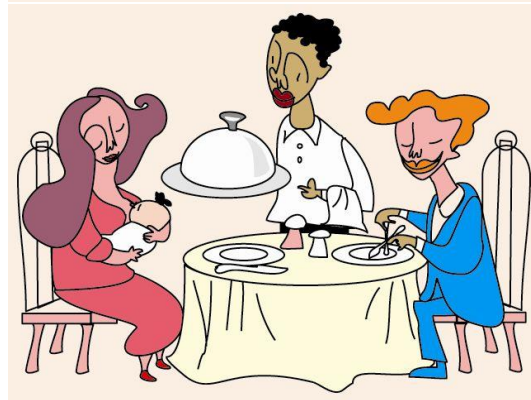
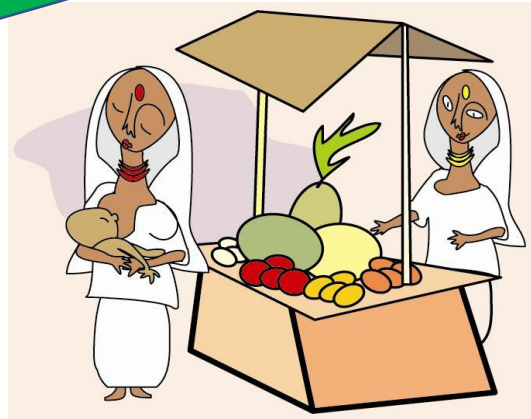
Engage fathers/partners & family support to share domestic responsibilities & care for the breastfeeding dyad.



**WHAT CAN PARENTS &  
FAMILY MEMBERS DO?**



Join a mother/parent support group & share experiences with others in the community to normalise breastfeeding.



**WHAT CAN PARENTS & FAMILY MEMBERS 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!