



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

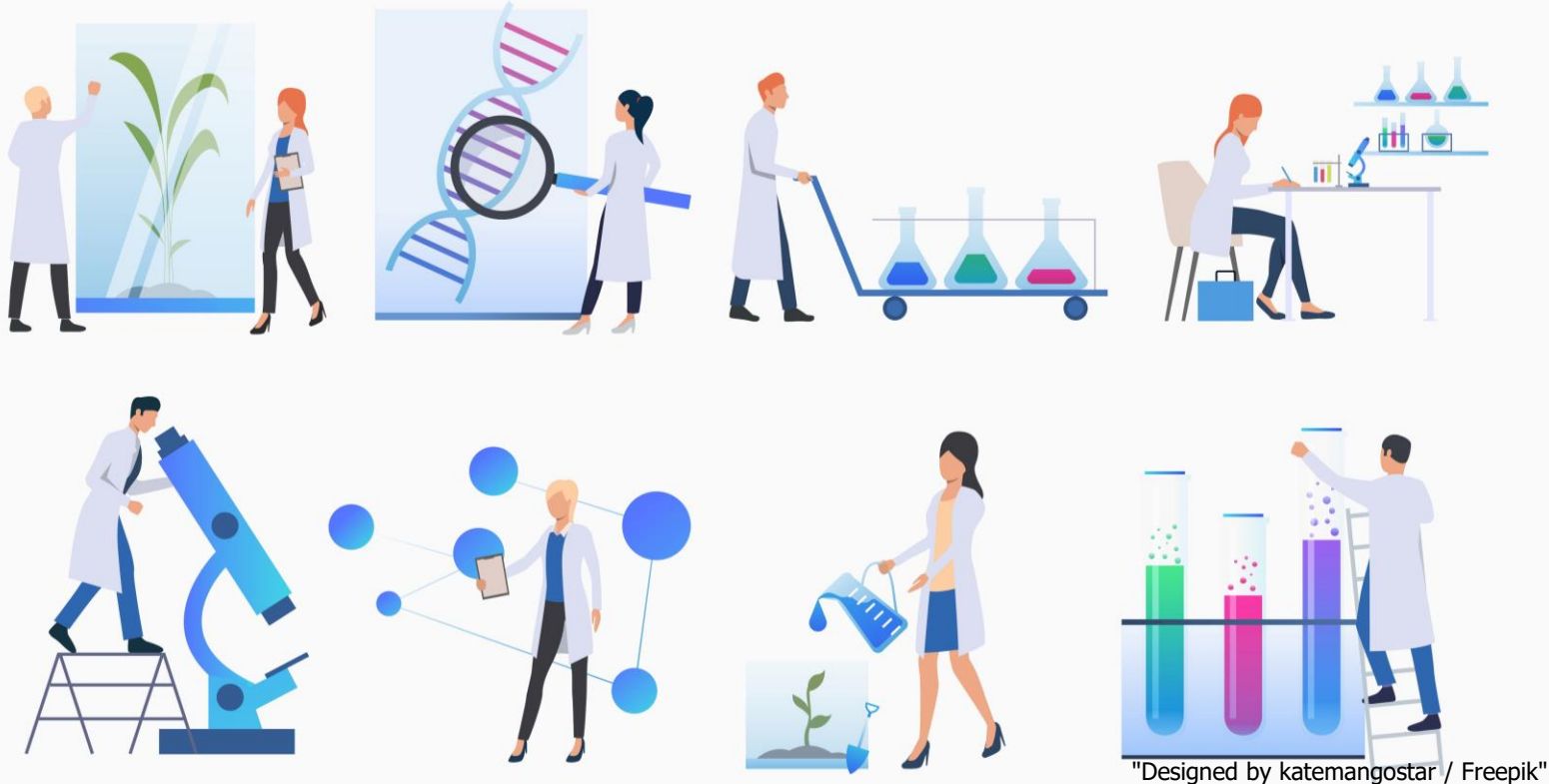
with individuals
and organisations
for greater impact



GALVANISE

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

It is vital that national and international evidence-based guidelines are aligned to ensure that consistent messages reach the public.



WHAT CAN RESEARCHERS & ACADEMICS DO?

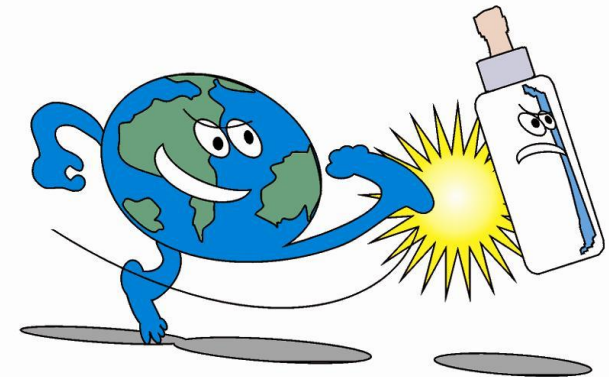


"Designed by katemangostar / Freepik"

Allocate resources for additional research on the climate/environmental impact of BMS.



"Designed by Freepik"



**WHAT CAN RESEARCHERS
& ACADEMICS DO?**



Collect systematic data on the impact of different IYCF policies & programmes in emergency situations.



**WHAT CAN RESEARCHERS
& ACADEMICS DO?**

Engage school children, students, youth & social media influencers to spread awareness of the importance of breastfeeding for planetary health.



**WHAT CAN RESEARCHERS
& ACADEMICS 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!