#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?

Allocate resources for additional research on the climate/environmental impact of BMS.
WHAT CAN RESEARCHERS & ACADEMICS DO?

Collect systematic data on the impact of different IYCF policies & programmes in emergency situations.
Engage school children, students, youth & social media influencers to spread awareness of the importance of breastfeeding for planetary health.
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!