



#WBW2021

SOCIAL MEDIA POSTS

KEY MESSAGES



ABOUT

This World Breastfeeding Week, we are reminded that protecting breastfeeding is a shared responsibility. It is time for all of us to inform, anchor, engage and galvanise action to protect and support breastfeeding. This will help ensure survival, health and wellbeing for children and their families, and is key to achieving the Sustainable Development Goals, leaving no one behind.

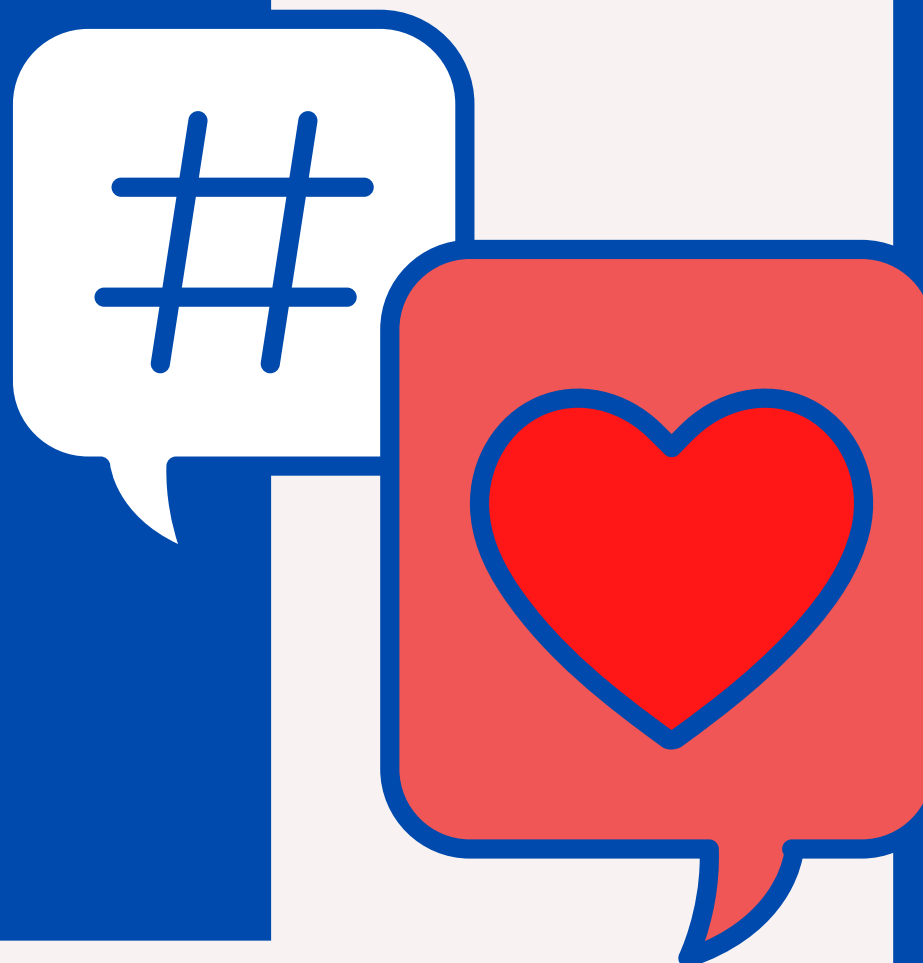
This document can be used to guide your social media advocacy before, during and after #WBW2021. We have provided visuals and text that you can use/adapt on your own social media channels. View the Action Folder for more information on the campaign, and the Social Media Toolkit for other creative assets that you can use. We need to make protecting breastfeeding a shared responsibility!

*If you have questions on social media content, contact Nisha Kumaravel at nisha@waba.org.my or Chuah Pei Ching at peiching.chuah@waba.org.my



GENERAL HASHTAGS

#WBW2021
#WABA
#ProtectBreastfeeding
#SharedResponsibility
#breastfeeding
#SDGs
#worldbreastfeedingweek2021
#buildingbackbetter
#warmchain4breastfeeding
#breastfeeding4publichealth



SOCIAL MEDIA ACCOUNTS



@WABA.WBW



@WABASECRETARIAT



@Waba_global



@World Alliance For
Breastfeeding Action
(WABA)



World Breastfeeding Week 2021

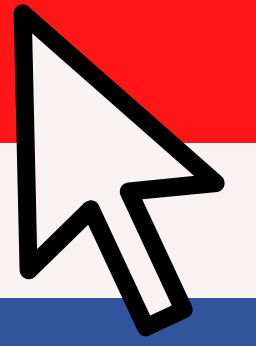
Protect Breastfeeding: A Shared Responsibility



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FACEBOOK

The #COVID19 pandemic poses enormous challenges for the global community. Ensuring survival, health and wellbeing for all is more important than ever



#Breastfeeding is the foundation of life & a human right that needs to be respected, protected & fulfilled. This #WBW2021, let's work together to protect breastfeeding!

Join the campaign: www.worldbreastfeedingweek.org

#warmchain4breastfeeding
#breastfeeding4publichealth
@UNICEF @WorldHealthOrganization(WHO)

INSTAGRAM

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TWITTER

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*WBW KEY MESSAGE 1 GIF



A public health approach to breastfeeding, where governments and other stakeholders collaborate to create a multisectoral breastfeeding-friendly environment, is a vital part of protecting and supporting breastfeeding.

This requires investment in and implementation of evidence-based policy on what we know works to protect and support breastfeeding.



World Breastfeeding Week 2021

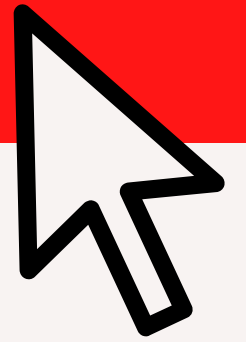
Protect Breastfeeding: A Shared Responsibility



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FACEBOOK

A particularly serious challenge to #breastfeeding is exploitation by the breastmilk substitutes (BMS) industry through widespread promotion and unethical marketing.

These practices are covered by the Code and should be regulated by national legislation. This year is the 40th anniversary of the Code. It is important that this #WBW2021, we work together to protect breastfeeding from BMS influence.

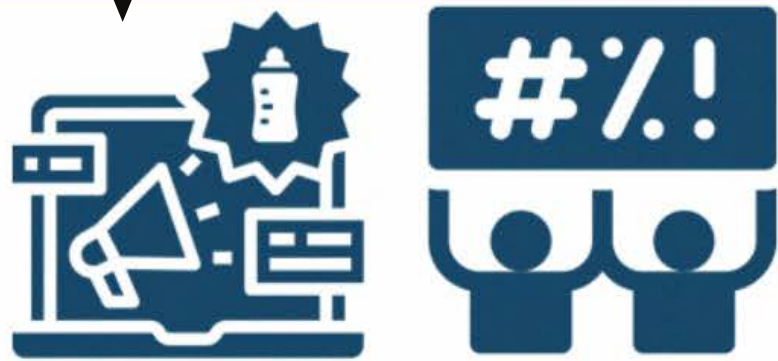
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@UNICEF @WorldHealthOrganization(WHO) @IBFANGIFA
@Alive&Thrive



*WBW KEY MESSAGE 2 GIF



Breastmilk substitute (BMS) companies are exploiting digital platforms to market their products to the public, a practice that has become apparent during the COVID-19 pandemic.

We must all be more vigilant against digital marketing strategies of BMS companies and explore ways to curb them.

INSTAGRAM

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This #WBW2021, we need to work together to protect breastfeeding from BMS influence.

@UNICEF @WHO @babyfoodaction @aliveandthrive



TWITTER

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World Breastfeeding Week 2021

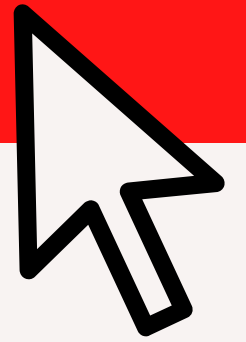
Protect Breastfeeding: A Shared Responsibility



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FACEBOOK

Suboptimal #breastfeeding practices are a public health issue, requiring effort and investment at the societal level. An enabling environment where breastfeeding is protected and supported will ultimately shield parents and families against the influence of the BMS industry.

Join the campaign: www.worldbreastfeedingweek.org
View the 2020 status report on the Code:
<https://www.who.int/publications/i/item/9789240006010>

#warmchain4breastfeeding
#breastfeeding4publichealth

@UNICEF @WorldHealthOrganization(WHO) @IBFANGIFA
@Alive&Thrive



INSTAGRAM

An enabling environment where #breastfeeding is protected & supported will shield parents/families against the influence of the BMS industry.

Celebrate #WBW2021: www.worldbreastfeedingweek.org
Read the Code report:
<https://www.who.int/publications/i/item/9789240006010>

@UNICEF @WHO @babyfoodaction @aliveandthrive



TWITTER

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*WBW KEY MESSAGE 3 GIF



The International Code of Marketing of Breastmilk Substitutes is as important today as it was 40 years ago to protect families from unethical marketing and all promotion.

Countries need to enact, monitor and enforce national legislation in line with the International Code of Marketing of Breastmilk Substitutes and subsequent World Health Assembly resolutions (the Code).



World Breastfeeding Week 2021

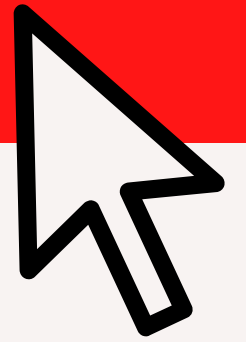
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#WBW2021

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FACEBOOK

To protect #breastfeeding, we need to ensure engagement and coordination of all actors within the health system and beyond. This is especially important during the ongoing #COVID19 pandemic.

2021 is the International Year of Health and Care Workers and provides an opportunity to advocate for increased investment and protection of health workers, including for those involved in breastfeeding support. #WBW2021 also reminds us that protecting breastfeeding is a shared responsibility, and we all have a part to play to ensure engagement and coordination of all actors within the health system and beyond!

Join the campaign: www.worldbreastfeedingweek.org

#WBW2021
#warmchain4breastfeeding
#breastfeeding4publichealth
#buildingbackbetter

@UNICEF @WorldHealthOrganization(WHO)



*WBW KEY MESSAGE 4 GIF



All health workers who provide maternal and child health services must be trained in breastfeeding counselling, the Code and conflicts of interest.

Promoting interprofessional teamwork within the health system and linking to community health workers and groups will help create a Warm Chain of support for families with breastfeeding babies across the 1,000 days.

INSTAGRAM

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Join the #WBW2021 campaign:
www.worldbreastfeedingweek.org

@UNICEF @WHO



TWITTER

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World Breastfeeding Week 2021

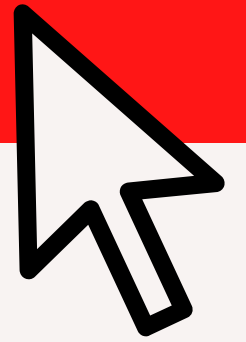
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FACEBOOK

In many parts of the world, employed parents lack adequate social protection, including public-funded paid leave policies, parent-friendly workplace policies, breastfeeding space/breastmilk expressing facilities, paid breastfeeding breaks and flexible working arrangements to support #breastfeeding.

Join the #WBW2021 campaign to advocate for work environments with the time, space and support necessary for employees to successfully combine breastfeeding and paid work!

Find out more: www.worldbreastfeedingweek.org

#WBW2021
#warmchain4breastfeeding
#breastfeeding4publichealth
#buildingbackbetter

@UNICEF @WorldHealthOrganization(WHO)
@InternationalLabourOrganization



INSTAGRAM

Many employed parents lack adequate social protection, incl. paid leave, breastfeeding breaks and flexible working arrangements to support #breastfeeding.

Join the #WBW2021 campaign to advocate for parent-friendly work environments: www.worldbreastfeedingweek.org

@UNICEF @WHO @ilo



TWITTER

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*WBW KEY MESSAGE 5 GIF



Social protection for all parents in the formal and informal sector, including paid parental leave and workplace support, protects their breastfeeding rights.

This can be achieved through partnerships between governments, employers, trade unions, civil society organisations and communities.



World Breastfeeding Week 2021

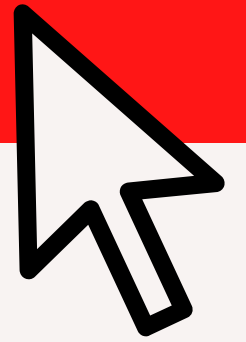
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FACEBOOK

Different levels of the community have a shared responsibility for protecting and supporting families with babies in several ways. Families, peers and social network groups, community leaders, civil society organisations, advocates and media can all play important roles.

Protecting #breastfeeding is a shared responsibility! Join the #WBW2021 campaign: www.worldbreastfeedingweek.org

#WBW2021
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#buildingbackbetter

@UNICEF @WorldHealthOrganization(WHO)



*WBW KEY MESSAGE 6 GIF



Unsupportive social norms, traditional feeding practices and aggressive BMS marketing at the community level often impede optimal breastfeeding.

Cooperation among different community actors can help to protect and support breastfeeding for all families.

INSTAGRAM

We all have a shared responsibility to protect & support families with babies. Partners, community leaders, advocates & media can all play important roles.

Protecting #breastfeeding is a shared responsibility! Join #WBW2021: www.worldbreastfeedingweek.org

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TWITTER

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