

# WABA | WORLD BREASTFEEDING WEEK

1-7  
AUGUST  
2021

#WBW2021 emphasises the importance of protecting breastfeeding, and how we all have a shared responsibility in this. 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).

A lack of political will and long-term investment in breastfeeding protection and support at the **national level** lead to major barriers in creating a breastfeeding-friendly environment.



Many **health systems** are currently unable to provide effective information and support for breastfeeding along the continuum of care.



Many employed parents lack adequate social protection, including public-funded leave, parent-friendly workplace policies, facilities, breaks and flexible working arrangements to support breastfeeding at the **workplace**.



Social norms and traditional practices in the community often impede optimal breastfeeding. The lack of breastfeeding support systems at the **community level** makes breastfeeding protection, promotion and support interventions more challenging.



Governments and other stakeholders must work together to create a breastfeeding-friendly environment. Together, we need to protect breastfeeding!

## OBJECTIVES OF #WBW2021



### Inform

people about the importance of protecting breastfeeding



### Anchor

breastfeeding support as a vital public health responsibility



### Engage

with individuals and organisations for greater impact



### Galvanise

action on protecting breastfeeding to improve public health



World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organisations dedicated to the protection, promotion and support of breastfeeding worldwide based on the Innocenti Declarations, the Ten Links for Nurturing the Future and the WHO/UNICEF Global Strategy for Infant and Young Child Feeding. WABA is in consultative status with UNICEF and an NGO in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC). WABA coordinates the annual World Breastfeeding Week campaign.

WABA, PO Box 1200 10850 Penang, Malaysia | Tel: 60-4-658 4816 | Fax: 60-4-657 2655 | Email: [wbw@waba.org.my](mailto:wbw@waba.org.my) | Web: [www.worldbreastfeedingweek.org](http://www.worldbreastfeedingweek.org)