The COVID-19 pandemic has drastically affected health, nutrition and livelihoods, including new parents’ circumstances and decisions on infant feeding. Breastfeeding plays an important role in managing the double burden of malnutrition in addition to providing food security and reducing inequalities.

The limited capacity to protect, promote and support breastfeeding led to the deterioration of the breastfeeding support system within and outside the health system during the pandemic, ultimately leading to increased inequalities between and within countries.

#WBW2022 focuses on strengthening the capacity of actors that have to protect, promote and support breastfeeding across different levels of society. These actors make up the warm chain of support for breastfeeding (Warm Chain). Revamping the capacity of actors in the Warm Chain through education and transformation of the existing systems will help ensure breastfeeding-friendly healthcare facilities, supportive communities and workplaces, underpinned by evidence-based national policies.

Governments, health systems, workplaces and communities need to be informed, educated and empowered to strengthen their capacity to provide and sustain breastfeeding-friendly environments for families in the post-pandemic world.

OBJECTIVES OF #WBW2022

Inform
people about their role in strengthening the warm chain of support for breastfeeding

Anchor
breastfeeding as part of good nutrition, food security and reduction of inequalities

Engage
with individuals and organisations along the warm chain of support for breastfeeding

Galvanise
action on strengthening capacity of actors and systems for transformational change