



ENABLING BREASTFEEDING

Making a difference for working parents

We need to engage **governments, health systems, workplaces and communities** to play their critical roles in empowering families and sustaining breastfeeding-friendly environments in the post-pandemic work life.

The COVID-19 pandemic has drastically changed the way we work. It has adversely affected childbearing women by increasing the risk of unemployment and livelihood loss, and by disrupting access to prenatal, postnatal and further breastfeeding support and services in the healthcare system.

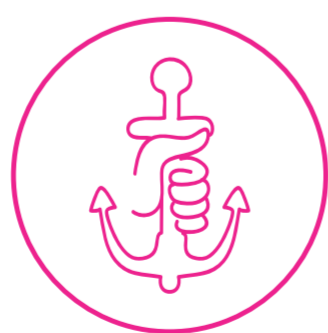
Building on the successful [WBW2019](#) which highlighted social protection, workplace support and parenting norms/attitudes, #WBW2023 is aligned with [thematic area 4](#) of the [WBW-SDG 2030 campaign](#). We intend to take stock of the changes to workplace settings and parenting norms by capturing new parents' voices from different regions. The parents' perspectives and needs will aid us to better understand how policies and legislation can help them and thereby refine our advocacy and supportive interventions.

OBJECTIVES OF #WBW2023



Inform

people about working parents' perspectives on breastfeeding and parenting



Anchor

optimal paid leave and workplace support as important tools to enable breastfeeding



Engage

with individuals and organisations to enhance collaboration and support for breastfeeding at work



Galvanise

action on improving working conditions and relevant support for breastfeeding



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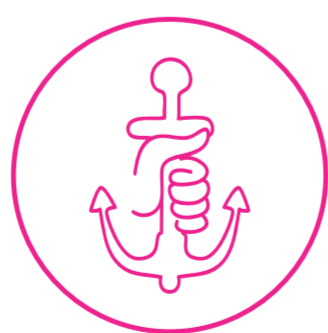
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