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