



WABA | WORLD BREASTFEEDING WEEK
1-7 AUGUST 2019

Gender-equitable parental social protection in all its forms can help enable breastfeeding. Empowering parents and ensuring their rights require that we advocate for policies, legislation, parent-friendly workplaces and gender-equitable social norms. This is important in both the formal and informal sectors.

Gender-equitable parental social protection also advances the Sustainable Development Goals.

#WBW2019 will **protect, promote and support** breastfeeding through:



Parental social protection policies and legislation



Parent-friendly workplaces in both formal and informal sectors



Parent-friendly values and gender-equitable social norms

Objectives of #WBW2019



Inform

people about the links between gender-equitable parental social protection and breastfeeding



Anchor

parent-friendly values and gender-equitable social norms at all levels to support breastfeeding



Engage

with individuals and organisations for greater impact



Galvanise

action on gender-equitable parental social protection to advance breastfeeding

Let us work together to **empower parents and enable breastfeeding**, now and for the future!



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 works closely with many organisations and individuals. Our partners in this effort include: the Academy of Breastfeeding Medicine (ABM), International Baby Food Action Network (IBFAN), International Lactation Consultant Association (ILCA), La Leche League International (LLL), United Nations Children's Fund (UNICEF), World Health Organization (WHO), and several other international organisations.

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www.worldbreastfeedingweek.org