

# WABA | WORLD BREASTFEEDING WEEK

1-7 AUGUST 2020

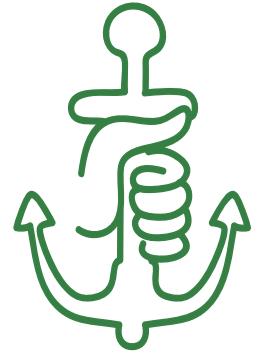
## INFORM

people about the links between breastfeeding and the environment/climate change

## OBJECTIVES OF #WBW2020

## ANCHOR

breastfeeding as a climate-smart decision



Breastfeeding is a prime example of the deep connections between human health and nature's ecosystems



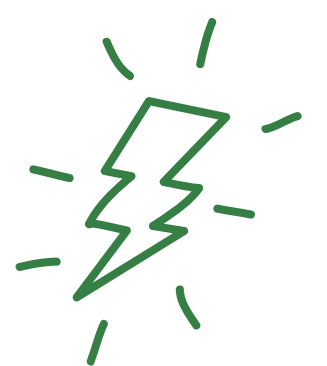
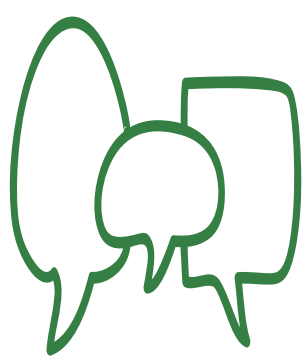
Breastmilk is natural, renewable and environmentally safe



Protecting, promoting and supporting breastfeeding addresses inequalities that stand in the way of sustainable development



#WBW2020 will focus on the impact of infant feeding on the environment



## ENGAGE

with individuals and organisations for greater impact

## GALVANISE

action on improving the health of the planet and people through breastfeeding



WABA | WORLD BREASTFEEDING WEEK (WBW) 1-7 August 2020

[www.worldbreastfeedingweek.org](http://www.worldbreastfeedingweek.org)

SPONSORSHIP: WABA does not accept funds or gifts from companies manufacturing, distributing or marketing breastmilk substitutes, related equipment such as feeding bottles and teats, and complementary foods.

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.waba.org.my](http://www.waba.org.my)