



WABA | WORLD BREASTFEEDING WEEK 2022

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



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.

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