JOIN THE #WBW2019 TO EMPOWER PARENTS & ENABLE BREASTFEEDING!

The countdown to the World Breastfeeding Week 2019 (#WBW2019) has now begun! The World Alliance for Breastfeeding Action (WABA) is proud to announce the slogan and logo this year:

![Logo](image)

The logo features the WBW-SDGs Campaign triad of two adults and an infant, reinforcing the importance of working together to protect, promote and support breastfeeding. The triad is flanked on both sides by outlines of figures, representing the broad network of partners needed to protect the triad. This reflects the #WBW2019 slogan Empower parents, enable breastfeeding.

The objectives of #WBW2019 are to:

- **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

We are also excited to announce the following materials and resources that you can use to make this year's WBW campaign a success!
The #WBW2019 website is now available, containing resources relevant to the campaign, such as general information, objectives, poster, infographics, the Action Folder and Insert, resources, frequently asked questions (FAQs) as well as links to previous WBW campaigns. Keep a look out for our Media and Social Media Kits containing creative assets as well as links to make your celebration pledges and reports. Do check us out at www.worldbreastfeedingweek.org:

WABA will be providing seed grants to selected organisations to conduct innovative activities that will inform, anchor, engage and galvanise on the #WBW2019 theme.

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