

**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:



WABA | WORLD BREASTFEEDING WEEK 2019

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.

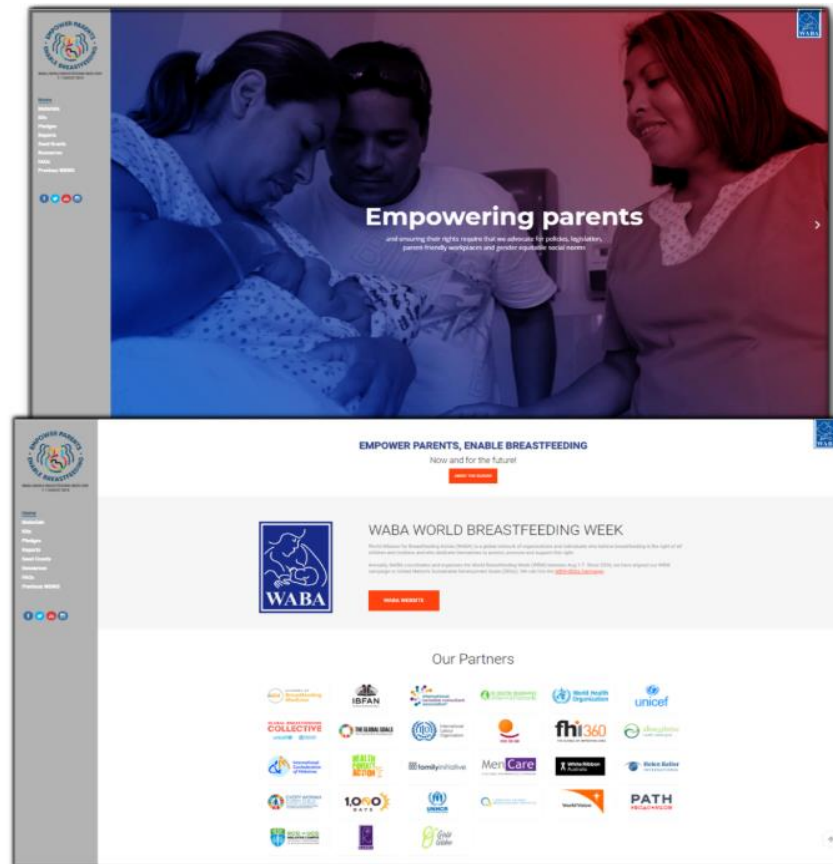
The [objectives](#) of [#WBW2019](#) are to:

- Inform** (blue box): people about the links between gender-equitable parental social protection and breastfeeding
- Anchor** (dark blue box): parent-friendly values and gender-equitable social norms at all levels to support breastfeeding
- Engage** (orange box): with individuals and organisations for greater impact
- Galvanise** (green box): 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!

- POSTER**: A yellow poster with the slogan 'Empower parents, enable breastfeeding' and 'Now and for the future!'. It features the WBW logo and a background of stylized human figures.
- CAMPAIGN INFOGRAPHIC**: A detailed infographic explaining the objectives of #WBW2019, including 'Protect, promote and support breastfeeding through' and 'Objectives of #WBW2019' (Inform, Anchor, Engage, Galvanise).
- ACTION FOLDER**: A multi-page document providing practical resources and information for the campaign, including a checklist and contact details.

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](http://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!



World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organisations concerned with 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.

WABA | WORLD BREASTFEEDING WEEK (WBW) 1-7 August 2019

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