



WORLD ALLIANCE FOR BREASTFEEDING ACTION

International Day of Families 2021

Families are the building blocks of society. Achieving a prosperous society depends on how well we can protect and support the families within the society. Breastfeeding gives the best start for infants and provides food security thereby lessens the families' economic burden in the short- and long term. Therefore, every family must receive the support and help they need to successfully breastfeed their infants. Policies and legislation establishing and promoting a breastfeeding-friendly society will allow families access to the enabling environment they require to fulfil their breastfeeding goals.



The International Day of Families 2021 theme is Families and New Technologies. The COVID-19 pandemic has altered our regular lives and concurrently placed an immense



On the other hand, the emergence of new technologies has allowed us to continue our paid and care work, including breastfeeding, from home. Coming out of the pandemic, working from home and flexible work hours are deemed viable working arrangements for the future. This may provide better breastfeeding experiences for some new parents. The establishment of telehealth and virtual breastfeeding support will continue to provide families with the lactation support they need. These types of technologies will ensure families have the time, space and support for breastfeeding. However, these services must be made available to everyone to ensure no one is left behind due to digital divides.

On this International Day of Families, WABA encourages new and innovative approaches to the protection,

burden on our health systems. These resulted in a drastic change to our work lives and in many ways reduced families' access to physical breastfeeding support at the health facilities.

promotion and support of breastfeeding. These can positively impact breastfeeding families' experiences globally.

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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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