



WORLD ALLIANCE FOR BREASTFEEDING ACTION



Working together as a
breastfeeding team!



**HAPPY
FATHER'S DAY
2021**

Photos courtesy of Amal Omer-Salim

Fatherhood and parenting have changed during the pandemic and will continue to evolve as the world is coming out of the pandemic. The pandemic control measures such as working from home and lockdowns have allowed many fathers to be at home with their families. Fathers are spending more [time to bond with and care for their children than before the pandemic](#) and this trend is [expected to continue post-pandemic](#). For breastfeeding mothers, support from fathers may allow a better breastfeeding experience and motivate them to breastfeed longer. Fathers play [critical roles](#) in [supporting breastfeeding](#) through verbal encouragement, being sensitive to the partner's needs, assisting in preventing and managing breastfeeding difficulties, and [taking equal responsibilities](#) in unpaid care and domestic work at home.



Don't leave us behind. Please provide us with sufficient paternity leave to accompany our wife after childbirth, provide us a safe place to discuss breastfeeding between fathers, families don't push us too hard and trust us to take care of the wives and children.

Engaging Fathers in Breastfeeding Support Webinar, 2020.

Rahmat Hidayat

Father from Indonesia

New fathers are ready to support their partner to breastfeed. They can be empowered by a [whole-of-society approach](#) to fulfil their fathering capacity. In order to be fully supportive of breastfeeding, [fathers need to be engaged and involved](#) throughout the 1,000 days. The health system can provide knowledge on breastfeeding through antenatal visits, other breastfeeding classes and enabling their participation during labour and delivery and postnatally. Sufficient [paternity or parental leave](#) will also allow them the time to care for and bond with the baby and support the breastfeeding partner. Furthermore, there is a need for greater vigilance against [promotion and unethical marketing](#) of breastmilk substitutes targeting fathers, to ensure that they also get unbiased information.



We need to remove cultural and systematic barriers for father's engagement in maternity care and childcare processes including breastfeeding.

Engaging Fathers in Breastfeeding Support Webinar, 2020.

Soe Nyi Nyi

Father from Myanmar

Fathers are an [important member of the breastfeeding team](#). An involved and caring father promises a bright future for the child. The [World Alliance for Breastfeeding Action \(WABA\)](#) wishes the best to all fathers out there who are supporting their families and partners in their breastfeeding journey. **Happy Father's Day!**



Breastfeeding is a two-person effort. Fathers should not take a 'neutral' path but must render full support.

Engaging Fathers in Breastfeeding Support Webinar, 2020.

Muthuramu Gurusamy

Father from Malaysia

#fathersday #breastfeeding #breastfeedingteam #genderequality

For more information, contact Thinagaran Letchimanan, thina@waba.org.my



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 Innocent 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.

www.waba.org.my

