



WORLD ALLIANCE FOR BREASTFEEDING ACTION

WABA message for Father's day 2022



Fathers are an [important member of the breastfeeding team](#). When [actors](#) involved in protecting, promoting and supporting breastfeeding in the health system and community [include fathers in their outreach](#), fathers will be aware of the importance and benefits of breastfeeding to their family.

Engaging and educating fathers during the antenatal period will allow them to have [breastfeeding support self-efficacy](#). Fathers then can make informed infant feeding decisions and know how to [support](#) their partner to breastfeed once the child is born. They can even participate in a [father support group](#) to seek peer support.

Equipping fathers with unbiased information will protect them from [exaggerated marketing](#) by the formula industry. We need to acknowledge the [role of fathers](#) in

the family's breastfeeding journeys and advocate for adequate paternity/parental leave. Mothers are motivated to breastfeed when they receive encouragement and support from the fathers. Fathers working together with mothers in a breastfeeding team will step up breastfeeding. The [Warm Chain](#) actors need to educate and support fathers to play their part in the [breastfeeding team](#).

The [World Alliance for Breastfeeding Action](#) applauds all involved fathers who support their partner to breastfeed. Happy Father's Day!



[#fathersday](#) [#breastfeeding](#) [#breastfeedingteam](#) [#educateandsupport](#)
[#stepupbreastfeeding](#)

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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.

www.waba.org.my

