



WORLD ALLIANCE FOR BREASTFEEDING ACTION

Parenting during crisis has been difficult, especially for new parents. Not only do they have to nurture and protect their infant, new parents need the knowledge and support to care for their newborn. [Breastfeeding provides the best start](#) and increases food security for the family. Breastfeeding also increases the bond between the baby and mother and provides short- and long-term health benefits to both. However, parents' infant feeding decisions can be easily exploited by the breastmilk substitute (BMS) industry.



Countries need to enact [laws and regulations](#) to protect the parents from biased information meant to undermine breastfeeding and authorities in countries with existing laws need to [regulate and monitor](#) the BMS industry marketing activities. In addition to curbing the marketing practices, health services, communities and workplaces must step up support for parents in their breastfeeding journey. Parents should receive adequate and consistent information on breastfeeding from the antenatal period to prepare them. Further support is needed throughout the 1000 days.



The [Warm Chain of Support for Breastfeeding](#) ensures that parents are supported and do not fall into the support gap during the 1000 days. The [actors](#) that make up the Warm Chain need [education and training](#) to have the competency to support the breastfeeding parents and also a referral system to make sure the parents remain in the Warm Chain and receive the support they need. On this Global Day of Parents, WABA calls upon all the actors in the Warm Chain to step up and support breastfeeding families.



#ParentsDay #Breastfeeding #WBW2022 #WABA

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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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