

7 APRIL 2022

## WABA MESSAGE FOR WORLD HEALTH DAY 2022



## Breastfeeding is a climate-smart decision

This [World Health Day](#), we can all work together to create a [Warm Chain of Support for Breastfeeding](#) & contribute towards planetary health. Together, we can achieve a win-win situation for humanity & the planet by taking the following actions:

- Align national & international policies and guidance on breastfeeding & Infant and Young Child Feeding with the [SDG agenda](#) & other environment/climate initiatives.
- Raise awareness among [decision-makers](#) to recognise the contribution of breastfeeding to food security and environmental sustainability & the need to invest.
- Sensitise [journalists and the media](#) to stimulate public debate on the links between breastfeeding & the environment/climate change.
- Engage school children, students, [youth](#) & social media influencers to spread awareness of the importance of breastfeeding for planetary health.

Download & share our messages with your contacts/friends & also on social media



2 billion people lack safe drinking-water globally. Protect water sources by preventing sewage, waste & chemicals from entering our lakes, rivers, or groundwater.

#HealthierTomorrow



829 000 people die from diarrhoeal disease every year caused by polluted water and poor sanitation.

#HealthierTomorrow

### Breastfeeding and Planet Health



Artificial feeding leaves a major environmental footprint that contributes to a depletion of natural resources, environmental degradation & climate change in a number of ways.

**Breastfeeding is a climate-smart decision that helps ensure food security even in times of crisis.**

#WABA #WBW2022 #SDG #stepupforbreastfeeding #educateandsupport

### Lifelong Effects of Breastfeeding



Feeding with BMS from farm-to-table affects the environment & climate due to its production, packaging, distribution & preparation methods.

**Scaling up optimal breastfeeding could prevent more than 823 000 child & 20 000 maternal deaths each year.**

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#HealthierTomorrow



Our planet, our health: clean our air, water and food.

#HealthierTomorrow

#### Breastfeeding and Food Security



Climate change leads to natural disasters & humanitarian crises.

Unreliable supply chains of milk powder & the unhygienic conditions that commonly prevail in emergency situations make breastfeeding the safest option.

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#### Breastfeeding and Food Security



The first 1000 days are critical as this is when the foundation of human development is being built.

Breastfeeding provides optimal nutrition & food security to infants from the very beginning of life.

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What can you do to protect our planet and our health?

Protect, promote and support breastfeeding. Breastfeeding is healthy and sustainable food for babies.

#HealthierTomorrow

#### This #WBW2022, let's step up for breastfeeding!



Governments need to invest in education & enhance the capacity of health systems, workplaces & communities to provide & sustain breastfeeding-friendly environments in the post-pandemic world.

#WABA #WBW2022 #SDG #stepupforbreastfeeding #educateandsupport

This World Health Day, we can all work together creating a #WarmChain of support for breastfeeding & contributing towards planetary health. Together, we can achieve a win-win situation for humanity & the planet by taking the following actions:

- Align national & international policies & guidance on breastfeeding & Infant and Young Child Feeding with the SDG agenda & other environment/climate initiatives.
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#stepupforbreastfeeding #educateandsupport



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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](http://www.waba.org.my)