



WORLD ALLIANCE FOR BREASTFEEDING ACTION

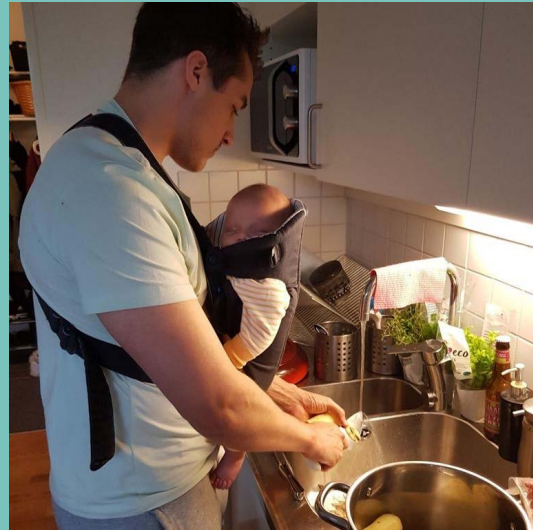
Involved fatherhood means more support for breastfeeding!



Fathers have a big influence on [infant feeding decisions](#) and they need to be involved when discussing breastfeeding. There is an urgent need to overcome the [direct marketing of formula milk targeting fathers](#). Breastfeeding is the best fair start for babies as it [promotes the health of both the child and mother](#). Fathers can be engaged from the beginning at the [antenatal](#) stage and be included throughout the [first 1000 days of the child](#). Creating a [Warm Chain of Support for breastfeeding](#) includes [involving fathers](#) as key actors in supporting breastfeeding. Advocating for

adequate paternity leave combined with shared parental leave when the child is no longer exclusively breastfeeding is crucial to promote the sharing of care and domestic work. Parental leave also reduces gender inequality. Fatherhood is evolving and the emergence of [fathers' groups](#) advocating for breastfeeding is on the rise. This Father's Day, the [World Alliance for Breastfeeding Action](#) welcomes new parenting norms that see more involved fatherhood and advocates for more support from the government, healthcare system and workplaces.

Happy Father's Day 2023!



#Fathersday #breastfeeding #WBW2023 #WABA
#Empowerparents #Enablebreastfeeding



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



Copyright © 2023 World Alliance for Breastfeeding Action (WABA), All rights reserved.

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.