



WORLD ALLIANCE FOR BREASTFEEDING ACTION

Involved and supportive fathers can help close the breastfeeding gap!

Fathers are an integral part of the breastfeeding team. Their support enables mothers to breastfeed. As part of the breastfeeding team, fathers need adequate information about breastfeeding and how they can support their partner. Fatherhood has evolved and fathers are more involved in the care of their child including feeding. However, breastmilk substitute companies often target new fathers with false advertising that undermines breastfeeding. Furthermore, socioeconomic inequalities coupled with unsupportive workplace policies and non-inclusive health systems are obstacles to fathers ability to fully support their partner's breastfeeding journey. This lack of partner support further aggravates already existing inequalities in breastfeeding rates.



This father's day, the World Alliance for Breastfeeding Action calls for universal paid

paternity leave in addition to paid maternity/parental leave, more supportive workplace policies and inclusive health systems to ensure that fathers are able to fully support their partners to breastfeed. This support becomes even more important for vulnerable mothers that lack breastfeeding support themselves. Involved and supportive fathers can help close the breastfeeding gap.

Happy Father's Day 2024!



#Fathersday #breastfeeding #WBW2024 #WABA
#ClosingTheGap #BreastfeedingSupportForAll



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



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