



WORLD ALLIANCE FOR BREASTFEEDING ACTION

Fathers as Vital Allies in Breastfeeding Support!

This Father's Day, the [World Alliance for Breastfeeding Action \(WABA\)](#) celebrates the crucial role fathers play in supporting breastfeeding and building sustainable support systems for families. Aligning with the World Breastfeeding Week 2025 slogan, "[Prioritise Breastfeeding: Create Sustainable Support Systems.](#)" WABA emphasizes that fathers are key allies in the breastfeeding journey. [Studies](#) show that when fathers are actively involved—whether through emotional encouragement, practical help, or advocacy—mothers are more likely to breastfeed successfully and for longer durations.



[Fathers can support their partners](#) by educating themselves about breastfeeding, sharing caregiving responsibilities, and creating a nurturing environment at home.

Additionally, forming father-to-father support groups can strengthen community networks, allowing men to learn from and motivate one another. By engaging fathers as part of the breastfeeding team, we foster a more inclusive and sustainable support system that benefits mothers, babies, and families as a whole. This Father's Day, WABA encourages all fathers to take an active role in championing breastfeeding, ensuring a healthier future for the next generation.

Happy Father's Day 2025!



#WBW2025 #FathersSupportBreastfeeding #PrioritiseBreastfeeding
#CreateSustainableSupportSystem #WABA



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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