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HAPPY INTERNATIONAL WOMEN'S DAY 2025



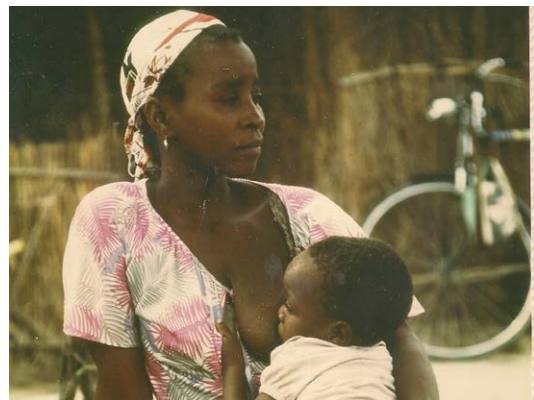
WABA MESSAGE FOR INTERNATIONAL WOMEN'S DAY 2025

**BREASTFEEDING HAS A ROLE
TO PLAY IN ADVANCING
GENDER EQUALITY AND
WOMEN'S RIGHTS**

The UN Women IWD2025 theme, "[For ALL women and girls. Rights. Equality. Empowerment.](#)" aligns closely with the advocacy for breastfeeding as a fundamental right and a societal imperative. Breastfeeding is not just a personal choice but intersects with gender equality, climate resilience, and sustainable development. By [prioritizing breastfeeding and creating sustainable support systems](#), we can address some of the most pressing challenges of our time, from gender disparities to environmental degradation.



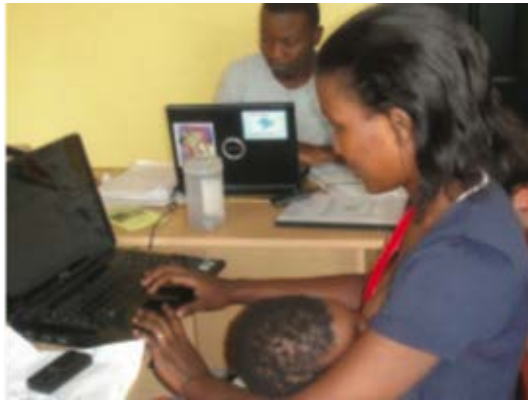
Breastfeeding is a women's right, enabling them to make informed choices about their bodies and their children's health, free from corporate exploitation. Legal safeguards such as paid maternity leave, lactation breaks, and anti-discrimination laws are essential to protect women from workplace penalties and ensure they can breastfeed without fear of losing their jobs. Workplace policies like lactation spaces and flexible hours further support women in balancing work and caregiving, preventing their exclusion from the workforce and promoting gender equality.



Breastfeeding also advances gender equality by challenging traditional gender roles. Gender-equitable parenting, supported by paternity leave, encourages shared caregiving responsibilities, empowering women and breaking down stereotypes. When breastfeeding is viewed as a team effort, it fosters a more equitable division of labor and strengthens family bonds.



In the face of climate crises, breastfeeding offers a sustainable solution. It has a near-zero carbon footprint compared to formula feeding, which relies on resource-intensive processes like dairy farming and global supply chains. Formula production contributes to deforestation, water depletion, and plastic waste, while breastfeeding requires no packaging or transportation. During climate emergencies, breastfeeding ensures food security when access to clean water and formula is compromised.



This International Women's Day, the [World Alliance for Breastfeeding Action](#) calls for measures to protect breastfeeding rights and maternity benefits to improve gender equality, support mothers' economic participation, and build a more sustainable future. Breastfeeding is not just a women's issue—it is a societal imperative that requires collective action for a more equitable and resilient world.



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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