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WORLD ALLIANCE FOR BREASTFEEDING ACTION



Happy Mother's
Day 2023



WABA 2023 Mother's Day message

Warm Chain of Support for mothers!

Breastfeeding is a big part of motherhood. There still exist challenges to breastfeeding including for working mothers. The conditions are less optimum for women working in the informal sector or self-employed. With over 50% of women participation in labour, legislations and policies to protect women

reproductive rights are absolutely necessary. They need adequate maternity leave to begin and establish breastfeeding. Later, they need the time, space and support at workplace to maintain breastfeeding upon returning to work. Educating employers on the benefits of providing breastfeeding support can result in improved conditions for the mothers. Trade unions must continually lobby for better policies at workplace and governments can make these amenities mandatory.

We must continue to advocate that mothers everywhere have enough maternity leave after childbirth to recover and care for the child. Additionally, they need continuous support beginning from pregnancy until the child is two years old to breastfeed as recommended. It takes a village to raise a child and WABA through its Warm Chain of Support for breastfeeding campaign has identified [key actors](#) involved in protecting, promoting and supporting breastfeeding during this critical period for every mother. Let us all work together to create enabling environment for breastfeeding mothers everywhere. WABA wishes all mothers a Happy Mother's day and check out [World Breastfeeding Week 2023](#) to support working mothers' needs to breastfeed.

#mothersday #WABA #breastfeeding #warmchain #wbw2023
#EnablingBreastfeeding #MakingADifference





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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