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WORLD ALLIANCE FOR BREASTFEEDING ACTION

WABA Global Day of Parents 2023 message

Empower parents, enable breastfeeding: the best start in life!

The theme for [Global Day of Parents 2023](#) focuses on the power of parenting: raising happy, healthy and hopeful children. Breastfeeding provides the best start in life by [promoting health, good nutrition and ensuring food security](#) for the child. Whilst every child has the right to a healthy start in life, parents face many barriers to optimal breastfeeding.

These barriers include a lack of enabling health services, family and community support systems that is aggregated by aggressive marketing of breastmilk substitutes. The situation is even more challenging for [working parents](#) that do not have supportive workplace and employment policies.

Parents need family-friendly policies to create an enabling environment to breastfeed. [Paid maternity, paternity and parental leave](#) can enable breastfeeding, sharing of parenting responsibilities and greater gender equality.

This Global Day of Parents, the [World Alliance for Breastfeeding Action](#) calls for all actors to [empower](#) and support parents to provide the best healthy start for their children by enabling breastfeeding.

Happy Parents Day!

#WABA #WBW2023 #breastfeeding #empoweringparents #enablebreastfeeding
#parentsday



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.

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