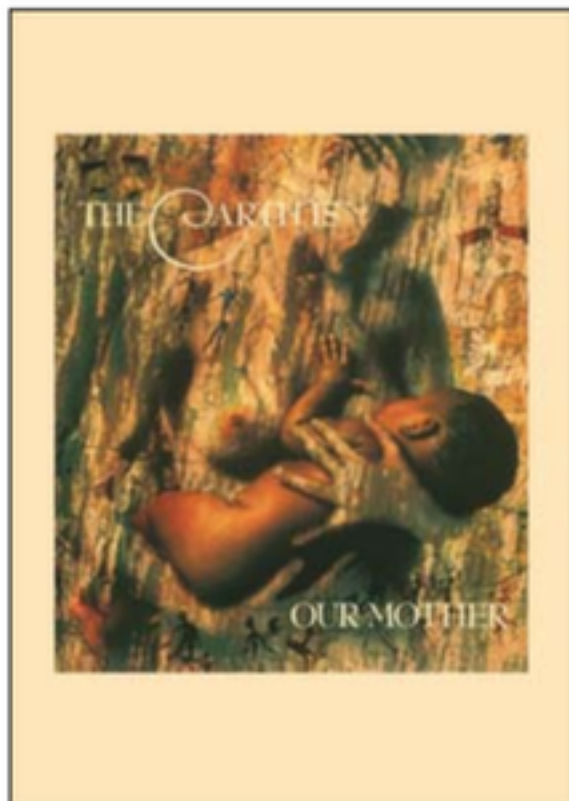


Breastfeeding protects the environment by reducing the demands made on it, and eliminates waste and pollution caused by the consumption of artificial baby milk and processed baby foods. The latter are non-renewable products that cause ecological damage at every stage of their production, distribution and use/disposal. Breastfeeding, on the other hand, it causes no pollution and is the best example of how humanity can sustain itself through provision of the first and most complete food for humans.²⁰

In terms of reaching out to new partners, this theme offered a pathway for breastfeeding advocates to link to the environmental movement. This connection was significant when the issue of environmental toxins in breastmilk became a key concern to both the environment and the breastfeeding movement. In addition, the environment as a theme is particularly attractive to young people as the connection between environmental protection and infant feeding methods are apparent.

Fifteen years later, on the occasion of the United Nations Conference on Sustainable Development 2012 - RIO+20 held in Brazil in 2012, WABA collaborated with IBFAN Brazil to produce and distribute a poster to remind the world of the connection between breastfeeding and the environment. The poster, named *The Earth - Our Mother* – is in crisis! stressed that over 20 years of evidence has shown how infant formula production, packaging and use are adding to this crisis. The poster was shared at the related CSO side-event during the Conference. The poster image is a product of an extremely talented and prolific designer, Chaz Maviyane-Davies, and was initially created for the 1992 Rio Summit which WABA utilised. Twenty years on, it is indeed a shocking indictment of the continuing devastation and pollution of Earth that we find ourselves using this image once again to assert the call for support for breastfeeding as a valuable natural world resource.

“Over the years I have tried to use images and ideas to cut through complacency and apathy while trying to raise consciousness about an array of social issues from discrimination and human rights, to health and the environment,” notes Chaz Maviyane-Davies on his work.



20. WBW 1997 Action Folder