

1-7 August 2016

Breastfeeding: A Key to Sustainable Development



SOCIAL MEDIA TOOLKIT

#WBW2016

worldbreastfeedingweek.org

How you can participate

Executive Summary & Key to Sustainable Development

- * No part of this publication

Share your #Pride2016

(Use this diagram to help plan what you can do (in blue) and how you can involve and engage WDA in your efforts (in purple))



- Use and promote #MeToo2018 materials

Step 1 visit our [website](#) + downloads + download material

Step 2: Have a look at our [blogs](#), [action folder](#), [poster](#), [calendar](#), and many other resources for tools to promote breastfeeding and IGA.

Step 3: Use our tools to organize your own event or promote these materials to other individuals/organizations. Do send us your [photo](#), so we can put you in our pledge map!

Our materials are available in different languages, including



- Visit our [BIBBART2016](#) page

[Step 3: Edit and Publish a Facebook page](#)

Step 2 Stay updated on the latest developments and issues in the world of Weathering and #Stoic.

Step Be part of our discussions, or share your own studies or experiences.

Drop Email us pictures of your #BWA2016 event and tell us what you've been up to

Step 3: Remember to use the hashtag #WTH2016
#WTHconference #WTH



- © Instagram 2018

Step 1: visit our [Instagram](#) page and please follow us!

Step 2 wrap away at your post #000000116 event or share local/national celebrations in your country

Step 3: remember to tag us at [Realize2014](https://www.facebook.com/Realize2014)

Step 4 share this with the rest of the world by using the hashtag #WW2014 #reuniteyourWGOs



WABA | WORLD BREASTFEEDING WEEK
BREASTFEEDING
A KEY TO SUSTAINABLE DEVELOPMENT

1-7
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2016

Objectives of WABA | World Breastfeeding Week 2016

- 1 INFORM**
To inform people about the new Sustainable Development Goals (SDGs) and how they relate to breastfeeding and Infant and Young Child Feeding (IYCF).

2 FIRMLY ANCHOR
To firmly anchor breastfeeding as a key component of sustainable development.

3 GALVANISE
To galvanise a variety of actors at all levels on breastfeeding and IYCF in the new era of the SDGs.

4 ENGAGE
To engage and collaborate with a wider range of actors around promotion, protection and support of breastfeeding.

Do you care about people, the planet, prosperity and peace? Join the many who believe in sustainable development — living in a way that does not harm the generations to come.

ENVIRONMENT AND CLIMATE CHANGE

To think about:
What can you say to young people in your community about breastfeeding and the environment?

NUTRITION, FOOD SECURITY
AND POVERTY REDUCTION

**SURVIVAL, HEALTH,
AND WELLBEING**

To think about:
What does breastfeeding look like in your community?
How many hospitals or maternity facilities are Baby-Friendly?

WOMEN'S PRODUCTIVITY
AND EMPLOYMENT

To think about:
What support do women receive for breastfeeding once they return to work in your community?

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