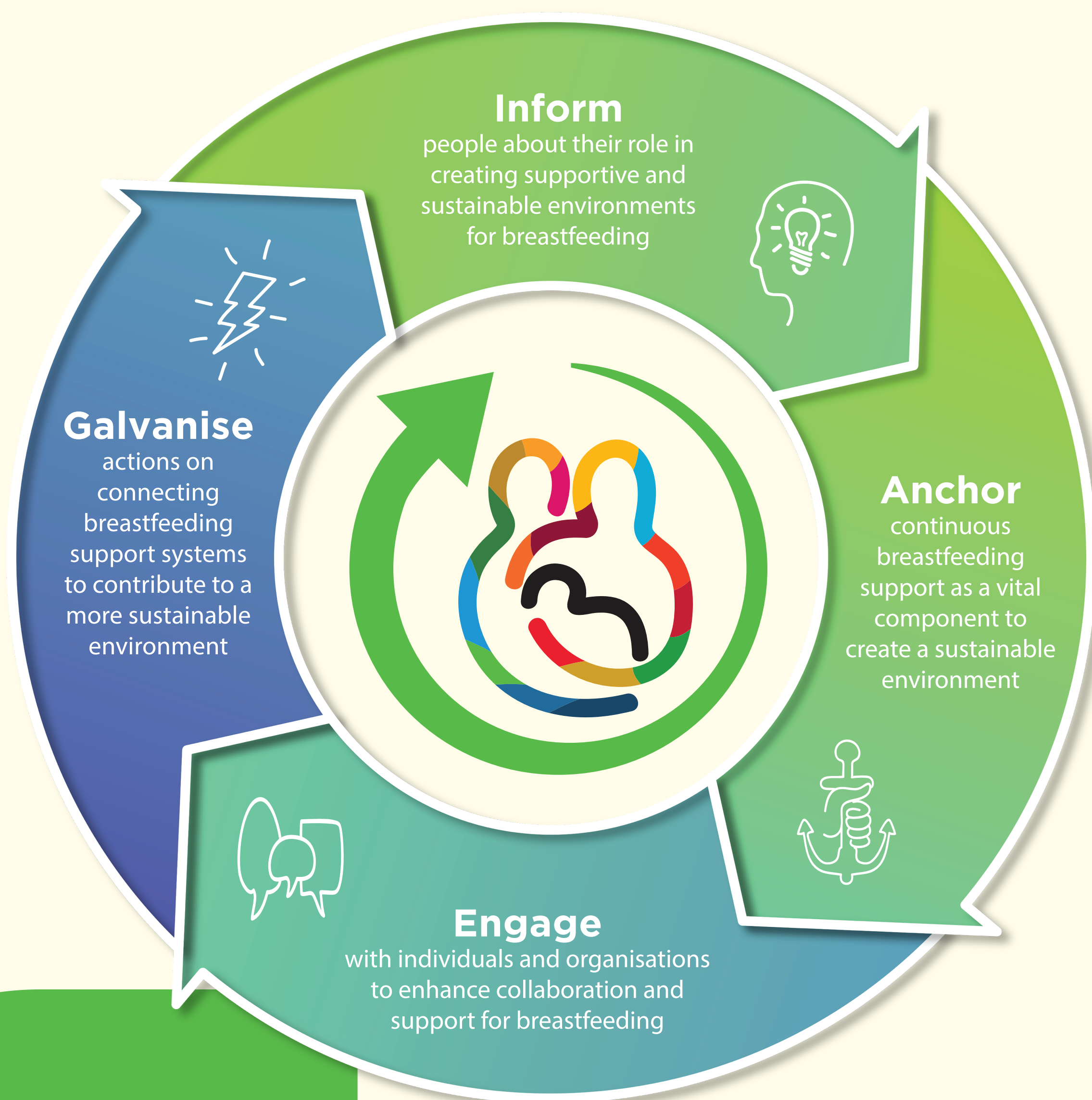


PRIORITISE BREASTFEEDING

Create sustainable support systems



**We invite everyone—
governments, health systems,
workplaces, civil society
organisations, communities,
and individuals — to join us in
prioritising breastfeeding and
creating lasting support systems
that contribute to a healthier
planet for future generations.**

This WBW, the spotlight is back on the environment and climate change. The campaign underscores the importance of prioritising breastfeeding by building robust and sustainable support systems. A supportive environment for breastfeeding not only benefits families but also significantly reduces the environmental impact associated with artificial feeding.

#WBW2025 aims to connect actors across all levels involved in breastfeeding support to create resilient and sustainable support systems. We will also highlight the World Health Assembly (WHA) 2025 Nutrition Targets.



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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