**Breastmilk is a natural, renewable food that is environmentally safe and green because it is produced and delivered to the consumer without pollution, packaging or waste**

**Artificial** **feeding leaves a major environmental footprint that contributes to the depletion of natural resources, environmental degradation and greenhouse gas emissions that cause global warming and climate change**

**What can the rest of us do?**

**WORLD BREASTFEEDING WEEK 2020 (#WBW2020)**

World breastfeeding week is celebrated globally every year from the 1st to 7th August since 1992 to raise awareness and galvanize on themes related to breastfeeding.

#WBW2020 – Theme

The theme for this year’s campaign is, “Support breastfeeding for a healthier planet”

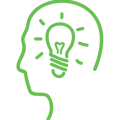
#WBW2020 – FOCUS

#WBW2020 focuses on the impact of infant feeding on environmental/climate change and the imperative to protect, promote and support breastfeeding for the health of the planet and its people.

HOW DOES BREASTFEEDING HELP KEEP THE PLANET HEALTHIER?

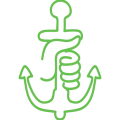
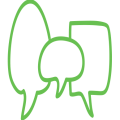
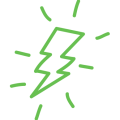
* Breastfeeding uses few water or land resources
* It produces no carbon emissions and minimal or zero waste
* A natural family planning method – reducing family sizes – keeping families healthy and in all reducing impact of humanity on the earth’s resources.

OBJECTIVES



**INFORM**

people about the links between breastfeeding and the environment/climate change

* 
* **ANCHOR**
* breastfeeding as a climate-smart decision
* 
* **ENGAGE**
* with individuals and organisations for greater impact
* 
* **GALVANISE**
* action on improving the health of the planet and people through breastfeeding

<https://worldbreastfeedingweek.org/>

<https://lactationmatters.org/>

<https://www.census.gov/newsroom/stories/2020/breastfeeding-week.html>

<https://phys.org/news/2019-10-breastfeeding-tackle-climate-crisis-mums.html>

<https://www.stuff.co.nz/business/116554739/how-breastfeeding-could-combat-climate-change>