

[World Breastfeeding Week](#) is celebrated every year from 1 to 7 August to encourage breastfeeding and improve the health of babies around the world. It commemorates the Innocenti Declaration signed in August 1990 by government policymakers,

[WHO](#),

[UNICEF](#)

and other organizations to protect, promote and support breastfeeding.



*WHO Poster for #WBW16. Photo: WHO.*

Breastfeeding is the best way to provide infants with the nutrients they need. WHO recommends exclusive breastfeeding starting within one hour after birth until a baby is 6 months old. Nutritious complementary foods should then be added while continuing to breastfeed for up to 2 years or beyond.

This year, WHO is encouraging people to “Support mums to breastfeed anytime, anywhere,” as all of society has a role to play in making our communities more breastfeeding-friendly.

□ This year's WBW theme is Breastfeeding: a key to [Sustainable Development](#) . 2016 commemorates the start of the Sustainable Development Goals (SDGs). A broad approach using the sustainability theme is thus relevant and inclusive.



*Infographic GIF. Photo: World Breastfeeding Week*

It will enable the breastfeeding movement (and beyond) to connect with a variety of development issues over the next 15 years (2030) for maximum impact. Breastfeeding is linked to the SDGs in several ways.

The WBW materials will cover the main link areas between breastfeeding and the SDGs along 5 broad themes (1) nutrition/food security, 2) health, well-being and survival, 3) environment and climate change, 4) work productivity, empowerment, social protection, and 5) sustainable partnerships and rule of law.

You can join and help spread the word about World Breastfeeding Week on social media with the following hashtags: #WBW2016 #breastfeeding #WBWGoals #SDGs to make a difference.

