



**World Breastfeeding Week** will take place from **1–7 August 2025**, coordinated by the **World Alliance for Breastfeeding Action (WABA)** in partnership with **WHO** and **UNICEF**. This annual global campaign promotes breastfeeding as a key foundation for lifelong health, equality, and sustainable development.

WABA is a global network with consultative status at the United Nations and works year-round to protect, promote and support breastfeeding worldwide. Its work is grounded in the 1990 Innocenti Declaration and aligned with the WHO/UNICEF Global Strategy for Infant and Young Child Feeding.

### **What Is World Breastfeeding Week?**

Launched in 1992, World Breastfeeding Week is now marked in over 120 countries each year. It brings together healthcare providers, governments, workplaces, communities, and families to celebrate the benefits of breastfeeding and to ensure mothers are supported through every stage of their breastfeeding journey.

The theme for 2025 will be:

### **“Prioritise Breastfeeding: Create Sustainable Support Systems”**

This year’s focus will encourage investment in long-term support for breastfeeding — whether through healthcare systems, community networks or workplace policies. It will also highlight the environmental benefits of breastfeeding as a natural, sustainable source of infant nutrition.

### **Why World Breastfeeding Week Matters**

#### **For Health**

Breastfeeding offers powerful health benefits for both babies and mothers. It provides essential nutrients, builds stronger immune systems, and lowers the risk of illness and chronic disease in infants. For mothers, breastfeeding can reduce the risk of breast and ovarian cancers, support mental health, and aid postnatal recovery.

#### **For Equality**

Many women face barriers to breastfeeding — including lack of privacy, time, or support at work or in public. World Breastfeeding Week is an opportunity to challenge those inequalities and build a culture that truly supports women’s choices and infant wellbeing.

#### **For the Environment**

Breastfeeding is one of the most environmentally friendly ways to feed a baby. It produces no waste, requires no packaging or transport, and reduces the reliance on processed alternatives. Encouraging breastfeeding supports a healthier planet as well as healthier people.

### **How to Get Involved**

You can support the week by:

- Raising awareness on social media or in your community
- Taking part in local events, such as breastfeeding cafes, information sessions or community drop-ins
- Sharing personal experiences to inspire and inform others
- Encouraging employers to support breastfeeding in the workplace
- Accessing support from local health visitors, midwives, or breastfeeding peer supporters

## A Local Focus for North Tyneside

In North Tyneside, the Best Start project, led by VODA and supported by the 0–19 Children’s Public Health Service, offers friendly, informal support to new parents through trained volunteer peer supporters.

By sharing their own parenting experience, peer supporters help reduce isolation and give new families the confidence to find what works for them—right in their own community.

Across North Tyneside, World Breastfeeding Week is a great opportunity to highlight local support networks and celebrate parent-friendly spaces. Libraries, children’s centres, and community groups may be running events, while local health professionals can help raise awareness and offer practical guidance to new parents.

Whether you’re a parent, friend, partner, employer, or health professional — we all have a part to play in making breastfeeding more visible, supported and valued.

## Final Thoughts

World Breastfeeding Week 2025 will shine a spotlight on the importance of nurturing support systems that allow breastfeeding to flourish — not just for health, but for equality, sustainability, and long-term wellbeing.

By working together, we can ensure every family gets the support they need to give their children the best possible start in life.

## Related Links

- [WABA | WORLD BREASTFEEDING WEEK](#)
- [World Health Organization – World Breastfeeding Week](#)
- [UNICEF – Infant and Young Child Feeding](#)
- [Best Start](#)

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