

E-Blast World Breastfeeding Week

World Breastfeeding Week is celebrated every year from August 1 to 7. This initiative aims to promote, protect and support breastfeeding as a beneficial practice for the health and well-being of mothers and their babies. During this week, educational activities are carried out that highlight the nutritional, immunological, emotional and social benefits of breastfeeding.

This year, the slogan is: "Let's strengthen the actions that work". This campaign seeks to track progress and assess the impact of breastfeeding on nutrition, food security and poverty reduction, highlighting effective strategies and lessons learned.

Among this year's goals are:

- **Inform:** Educate people about the importance of tracking breastfeeding progress.
- **Consolidate:** Strengthen the implementation of breastfeeding through policies and guidelines along the Effective Support Chain.
- **Involve:** Encourage the participation of individuals and organizations to strengthen collaboration and support for breastfeeding.
- **Promote:** Promote actions aimed at improving the protection, promotion and support of breastfeeding using lessons learned.

Reference:

<https://worldbreastfeedingweek.org/2026/wp-content/uploads/2026/04/wbw2026-Spanish-poster.pdf>