

Nutrition for Growth Year of Action: Nine SMART Breastfeeding Pledges

Global Breastfeeding Collective Social Media Toolkit

2021 is the Nutrition for Growth (N4G) 'year of action'. It offers multiple opportunities for governments around the world to build momentum, push nutrition high on the political agendas, and make the commitments urgently needed to end malnutrition for all.

Breastfeeding should be central to all global nutrition discussions and pledging moments. During this 2021 World Breastfeeding Week, the Global Breastfeeding Collective is launching the N4G Year of Action advocacy brief, furthering the case for this and providing country governments with nine SMART breastfeeding pledges that they can incorporate in their national commitments towards the N4G Year of Action.

Together, this World Breastfeeding Week, we can push breastfeeding up the political agenda and secure the commitments urgently needed to protect, promote, and support breastfeeding throughout the Nutrition for Growth Year of Action. We call on your support in getting these nine fully evidenced-based, economically proven SMART breastfeeding commitments in the hands of Governments and decision-makers.

SOCIAL MEDIA COMMUNICATIONS

| Key Handles | KEY HASHTAGS |
|---|---|
| @savechildrenuk @save_children @WHO @UNICEF @1000Days | #WBW2021 #NutritionYearofAction #N4G #ProtectBreastfeeding #SharedResponsibility #BMSCodeAt40 #BMSCode #BuildingBackBetter |

PROPOSED TWEETS

- [#Breastfeeding](#) helps prevent [#malnutrition](#) in all its forms with positive lifelong effects on both children and mothers. This [#NutritionYearofAction](#), Governments can help end malnutrition by [#ProtectingBreastfeeding](#). <https://bit.ly/3iO8995>
- This [#WBW21](#) the Global Breastfeeding Collective presents a brief that outlines 9 SMART commitments Governments can undertake during this [#NutritionYearofAction](#). <https://bit.ly/3iO8995>
- Far too many children are missing out on the best start in life. The [#NutritionYearofAction](#) is an opportunity to change this. [#WBW2021](#)

These 9 SMART breastfeeding commitments can help end [#malnutrition](#) and [#BuildBackBetter](#) from COVID-19 [↓](#) <https://bit.ly/3iO8995> [#WBW2021](#)

- [#Breastfeeding](#) is the single most effective intervention to save children's lives; 823,000 child deaths could be prevented each year via the scale-up of breastfeeding globally.

Governments can save lives by pledging towards breastfeeding at #N4G
<https://bit.ly/3iO8995>

- #BMSCodeAt40 is a powerful reminder of what happens when the 🌐 comes together to protect the youngest lives. Governments can once again honor this pledge by #ProtectingBreastfeeding at #N4G. <https://bit.ly/3iO8995> #WBW2021

GRAPHICS



**SCALING UP BREASTFEEDING
COULD SAVE 823,000 LIVES
PER YEAR GLOBALLY.**



SAVE LIVES BY PLEDGING TOWARDS BREASTFEEDING.

BREASTFEEDING IS BABY'S FIRST VACCINE.

GOVERNMENTS CAN HELP
BUILD BACK BETTER
BY SCALING UP INVESTMENTS
IN BREASTFEEDING.



SAVE LIVES BY PLEDGING TOWARDS BREASTFEEDING.

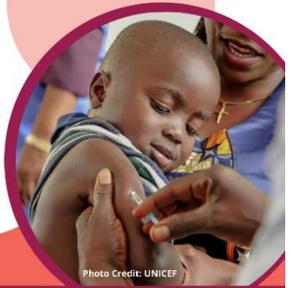


Photo Credit: UNICEF

9 SMART Commitments



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TO PROTECT, PROMOTE, AND SUPPORT BREASTFEEDING