

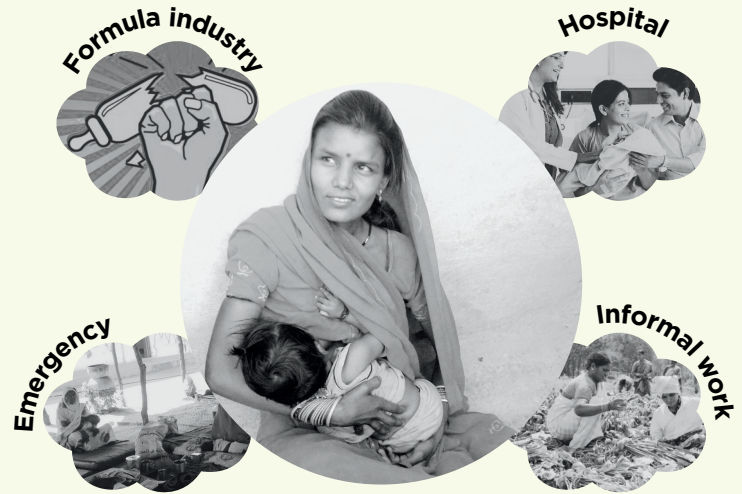
#WBW2025

Prioritise Breastfeeding: Create Sustainable Support Systems

The Breastfeeding Promotion Network of India (BPNI) announces the slogan for World Breastfeeding Week (WBW) 2025 **“Prioritise Breastfeeding: Create Sustainable Support Systems”**.

This WBW, the spotlight is back on enabling environment for women to succeed and be protected for breastfeeding. The WBW 2025 action underscores the importance of prioritising breastfeeding by building robust and sustainable support systems whether in the health care system or at work place. Further to protect breastfeeding mothers from the commercial influence is critical.

India will be looking at its 6th World Breastfeeding Trends Initiative (WBTi) report, **“Spotlight on Infant Feeding in India”**, to be launched on August 1, 2025.



This report will showcase the status of policy and programmes regarding breastfeeding in India. The gaps found in the report would require actions to bridge them.

WBW 2025 aims to connect everyone concerned in breastfeeding protection, promotion and support.

BPNI invites governments, health systems, workplaces, civil society organisations, communities, and individuals—to join us in prioritising breastfeeding and creating lasting support systems that contribute to a healthier planet for future generations.

Objectives of WBW 2025

- Inform people and policy makers about gaps in existing policies and programmes, and ideas of action to bridge them.
- Highlight the gaps in support during emergency/disasters, hospital births and work.
- Advocate for specific changes required.
- Engage with the governments, individuals, organisations, and media to enhance collaboration.
- Galvanise actions in the States of India

#PrioritiseBreastfeeding

#Breastfeeding