

# WORLD BREASTFEEDING WEEK 2026

1 – 7 AUGUST 2026

**THEME**

**Breastfeeding for a  
Sustainable Start in Life:  
Strengthen What Works**



Picture Credit: MAA program coffee table book, 2016

**OBJECTIVES OF WORLD BREASTFEEDING WEEK 2026**



To inform families and communities about breastfeeding as a sustainable approach to infant and young child feeding.



To advocate for stronger policies and programmes for the protection, promotion, and support of breastfeeding.



To strengthen collaboration among government agencies, professional organisations, communities, and individuals.

**STRENGTHEN BREASTFEEDING PROTECTION AND SUPPORT POLICIES**

**Implementing IMS Act**

**Making Breastfeeding Friendly Hospitals**

**Ensuring Maternity Entitlements**



Picture credit: Facebook Page of World Health Organization South-East Asia Region - WHO SEARO, 2025



Picture Credit: Rupak De Chowdhuri/Reuters/Scroll.in 7 August, 2018

**BREASTFEEDING  
PROMOTION NETWORK  
OF INDIA (BPNI)**

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**Support Breastfeeding Today for a Sustainable Tomorrow**