

Global Breastfeeding Collective Webinar

Achieving health equity: providing skilled breastfeeding support universally

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PMNCH

- The Partnership for Maternal, Newborn & Child Health is the world's largest alliance for women's, children's and adolescents' health (WCAH), bringing together over 1,000 partner organizations across 192 countries
- PMNCH works to forge and strengthen partnerships and drive momentum towards the attainment of global targets for WCAH



CALL TO ACTION ON COVID-19 AND WCAH

Protecting the health and rights of WCA through strengthened political commitment, policies and domestic resource mobilization and financing, supported by ODA, for:

1. SRMNCAH services, supplies, and information and demand generation;
2. Advancing SRHR and gender equality;
3. Quality, respectful and dignified care;
4. Better conditions for frontline health workers, notably nurses and midwives;
5. Social protections for the vulnerable, with better data;
6. WASH: Toilets, handwashing, drinking water;
7. Prevention of violence: women, children, adolescents



CALL TO ACTION ON COVID-19 AND WCAH

- Announced by PMNCH's Board Chair Helen Clark and WHO DG Dr Tedros in July; launch of advocacy campaign to advance these 7 asks during UNGA September 2020
- Harnesses power of 1,000+ PMNCH partners to protect and promote the health and rights of WCA with measurable improvements in political commitment;
- The campaign is a way to connect advocacy for breastfeeding to the broader RMNCHA agenda (ask #1);
- Skilled and supportive breastfeeding counseling is part of quality and respectful care (ask #3)
- Better conditions for health workers, including nurses, midwives and lactation counselors will help support and scale up breastfeeding counseling (ask #4). Important to strengthen the capacity of nurses and midwives to support breastfeeding.



ADVOCACY TOOLS – BREASTFEEDING AND COVID-19

Toolkits

- Series on COVID-19 and WCAH providing relevant guidance, tools and resources, including key messages and digital assets, for partners to use, adapt and advocate for the unique needs of WCA
- **Maternal, Newborn Health:** includes resources on breastfeeding; pregnancy and childbirth; quality care, routine newborn care and responsive caregiving
- **ECD in health systems:** includes key messages and resources supporting advocacy for strengthening health systems to ensure health workers are protected, informed and equipped to support parents and caregivers to provide nurturing care, including breastfeeding and responsive caregiving

Breastfeeding Video (PMNCH, WHO, UNICEF)

- Demonstrates how mothers with Covid-19 can breastfeed safely – highly successful reaching 4.3 million on Facebook in first week

