

# World Breast Feeding Week

1-7 August 2018



**IPA Social Media Tool Kit**

To help celebrate Breastfeeding Week starting from 1- 7 August 2018 with the theme “Breastfeeding Foundation of Life”, IPA has created its social media tool kit for use. In this toolkit, you will find graphics, hashtags, and sample social media posts that can be used to promote the campaign through social media.

Together, we can make positive change for breastfeeding families!

**Use Hashtags :** #breastfeeding , #WorldBreastfeedingWeek, #FoundationOfLife, #WBW2018 #IPASupportsBreastfeeding

**Follow:** @IPAWorldorg

**Note:** Please update your society’s website banner area, facebook, twitter and other social media tool profile picture with our banner (attached with the email). We are also sharing with you the banner image in ppt format, so that you can use it during your presentation

### **Sample Tweets**

1) On #WorldBreastFeedingWeek, Dr.Zulfiqar Bhutta shares his remarks on the benefits of #Breastmilk #IPASupportsBreastfeeding. <https://goo.gl/ep1UBC>

2) Read here the @IPAWorldorg statement in support for #breastfeeding. Link: #IPASupportsBreastfeeding <https://goo.gl/uB45yR>

3). [@IPAWorldorg](#) acknowledges that #breastmilk is the most critical #nutrition for all infants. #FoundationOfLife #WorldBreastfeedingWeek #IPASupportsBreastfeeding

4) Member societies from over 140 countries of @IPAWorldorg agree that the best start for a healthy life of each and every #child begins with exclusive #breastfeeding for first 6 months #FoundationOfLife #WorldBreastfeedingWeek #IPASupportsBreastfeeding

5) We the pediatricians representing @IPAWorldorg from over 140 countries are committed to actively promote and support #breastfeeding as fundamental child

right, for both #survival and optimizing #health and development.  
#FoundationOfLife #WorldBreastfeedingWeek #IPASupportsBreastfeeding

6) We the pediatricians representing @IPAWorldorg assures that #breastfed children have lower morbidity and mortality including lower risk of otitis media, obesity, allergies, and cardiovascular syndrome. #FoundationOfLife #WorldBreastfeedingWeek #IPASupportsBreastfeeding

7) @IPAWorldorg agrees that #Preterm #breastfed babies have less chances of sepsis, bronchopulmonary dysplasia, necrotizing enterocolitis and retinopathy of prematurity. #WorldBreastfeedingWeek, #FoundationOfLife, #WBW2018 #IPASupportsBreastfeeding

8)@IPAWorldorg believes that # breastfeeding needs to be promoted by developing policies to provide paid family leave, quality child care and assigned well equipped rooms for expressing breast milk. #WorldBreastfeedingWeek, #FoundationOfLife, #WBW2018 #IPASupportsBreastfeeding

9) .@IPAWorldorg believes that #Breastfeeding mothers are less likely to develop breast cancer, ovarian cancer, type II diabetes, postpartum #depression. #WorldBreastfeedingWeek, #FoundationOfLife, #WBW2018 #IPASupportsBreastfeeding

10) @IPAWorldorg is committed to promote #breastfeeding through global advocacy, capacity enhancement of paediatricians, working with national pediatric societies, and through outreach work in populations with the greatest need. #WorldBreastfeedingWeek, #FoundationOfLife, #WBW2018 #IPASupportsBreastfeeding

11) #Pediatricians from more than 140 countries representing @IPAWorldorg agrees that #Breastfeeding your baby prevents him/her from life-threatening conditions and Non-Communicable Diseases. #WBW2018 #FoundationOfLife #IPASupportsBreastfeeding

## **Sample Post**

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2) Read here the @IPAWorldorg statement in support for #breastfeeding. Link: #IPASupportsBreastfeeding <https://goo.gl/uB45yR>

3) We the paediatricians representing @IPAWorldorg assures that #breastfed children have lower morbidity and mortality including lower risk of otitis media, obesity, allergies, and cardiovascular syndrome. #FoundationOfLife #WorldBreastfeedingWeek #IPASupportsBreastfeeding

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