



health

Department:
Health
REPUBLIC OF SOUTH AFRICA



MEDIA STATEMENT

To: Editors & Health Journalists
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World Breastfeeding Week Commemoration 2021

Pretoria: Acting Minister of Health Mmamoloko Kubayi together with Deputy Minister Dr Joe Phaahla will lead the World Breastfeeding Week Commemoration which aims to recognise the importance and benefits of breastfeeding for both the mother and baby's growth and to deepen knowledge within the communities and families to support breastfeeding mothers.

World Breastfeeding Week is commemorated annually across the globe during the first week of August to demonstrate sustained commitment to protect, support and promote breastfeeding as a key child survival and cost-effective intervention.

The 2021 breastfeeding week commemoration takes place amid COVID-19 pandemic which negatively impacts the healthcare system. This year, the day is observed under the theme: **"Protect Breastfeeding: A Shared Responsibility"**; it serves as a call to action for fathers, families and communities to support breastfeeding mothers by creating an enabling environment for them to breastfeed their babies.

Acting Minister and Deputy will be joined by representatives of organisations in the sector which support the government's programmes to reduce child poverty, to protect children, and to ensure that all children survive and thrive healthy. These partners include the United Nations Children's Emergency Fund (UNICEF) and the South African Civil Society for Women's Adolescent's and Children's Health (SACSoWACH).

Details of World Breastfeeding Week virtual commemoration event are as follows:

Date: Monday, 02 August 2021

Time: 10h00

Virtual Platform:

<https://health-za.zoom.us/j/95125982635?pwd=QVh6NVNIWVVtSXh5WDM0UVRFOVM5Zz09>

Webinar ID: 951 2598 2635 **Passcode:** 431897

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