The launch of the new *The Lancet* Series on Breastfeeding on January 29, 2016 offers the largest and most comprehensive analysis to quantify levels, trends, and benefits of breastfeeding around the world.

Tremendous progress has been made in the last 15 years, and continued advances in reproductive, maternal, newborn, child, and adolescent health (RMNCAH) is critical to advancing the *Global Strategy for Women’s, Children’s, and Adolescents’ Health* and its objectives of Survive, Thrive, and Transform, which underpin the *Every Woman Every Child* movement. The survival, health, and well-being of women, children, and adolescents are essential to ending extreme poverty, promoting development and resilience, and delivering on the new Sustainable Development Goals. Breastfeeding is a key pillar of this effort.

In 2016, *The Lancet* will publish a set of new evidence focusing on key topics highlighted by the *Global Strategy for Women’s, Children’s, and Adolescents’ Health*. This includes the launch of dedicated Series on Stillbirths (January) and *Breastfeeding (January)*, a report by *The Lancet* Commission on Adolescent Health and Wellbeing (May), and future Series on Maternal Health, Early Childhood Development, Women’s Health, and Maternal and Child Survival. *Every Woman Every Child* will bring this evidence to the attention of countries and partners in support of the implementation of the Global Strategy.

As organizations working on a number of cross-cutting issues, including nutrition and reproductive maternal, newborn, child, and adolescent health, we will use social media outlets to amplify the series findings. Through Twitter, Facebook, blogs, and other channels, we will call on key target audiences—including governments, donors, and civil society organizations—to take steps to further protect, promote, and support breastfeeding.

Below, we outline potential ideas that can be shared with your organization’s target audiences in advance of the Breastfeeding Series launch (on January 29), during the launch and post-launch to help raise visibility and increase engagement.

**Hashtags**

**Main**
- **#LancetBF**: This is the hashtag for the global launch event on January 29
- **#breastfeeding**: Recommended hashtag for posts highlighting the Series/importance of the issue more broadly

**Additional**
To join the larger conversation and highlight connections between *The Lancet* Series and the broader global health and development community, we recommend using any of the additional hashtags in your tweets, as relevant to your audiences:

- **#GlobalGoals**
- **#EWECisMe**
In Advance: Promoting the Livestream
(Note: these promotional tweets are not under embargo)

Twitter

- We’re excited to tune into @TheLancet Breastfeeding Series launch on 1/29! Watch live here: http://bit.ly/LancetBFLivestream #LancetBF
- Watch live as @TheLancet, @gatesfoundation, @UNICEF & @USAID share new data on breastfeeding: http://bit.ly/LancetBFLivestream #LancetBF
- **Day of:** Tune in now to hear @gatesfoundation, @UNICEF & @USAID share new data on breastfeeding: http://bit.ly/LancetBFLivestream #LancetBF
- **Day of:** Watch now! Launch of new @TheLancet #Breastfeeding Series http://bit.ly/LancetBFLivestream and follow the discussion at #LancetBF

Facebook

*Note: We recommend tagging the Facebook pages of the organizations that are in [brackets]*

- This Friday, we’re excited to tune into a live webcast of [The Lancet] Breastfeeding Series global launch! http://bit.ly/LancetBFLivestream
- This Friday, join experts from the [Bill & Melinda Gates Foundation], [UNICEF], and [USAID] as they explore new research on the benefits of breastfeeding. You can watch the live webcast here: http://bit.ly/LancetBFLivestream

During the Event

Event Hashtag: #LancetBF

Speaker Twitter Handles

- **Katie Taylor**, USAID: @USAID
- **Roger Thurow**, Chicago Council on Global Affairs (moderator): @RogerThurow
- **Sue Desmond-Hellmann**, Bill & Melinda Gates Foundation: @suedhellmann & @gatesfoundation
- **The Lancet**: @TheLancet
- **Werner Schultink**, UNICEF: @janwerners & @UNICEF
Speaker Facebook pages

- Katie Taylor, USAID: facebook.com/USAID
- Sue Desmond-Hellmann, Bill & Melinda Gates Foundation: facebook.com/suedesmondsandhellmann & facebook.com/gatesfoundation
- The Lancet: facebook.com/TheLancetMedicalJournal
- Werner Schultink, UNICEF: facebook.com/unicef

Sharing the Findings

Twitter

- Improving #breastfeeding practices could save more than 820,000 lives a year: http://bit.ly/LancetBFseries | via @TheLancet
- For each year of #breastfeeding, a woman’s risk of developing invasive #breastcancer decreases by 6%: http://bit.ly/LancetBFseries
- Women are 2.5x more likely to #breastfeed where it is protected, promoted & supported: http://bit.ly/LancetBFseries | via @TheLancet #MNCH
- DYK that #breastfeeding could prevent 1/2 of diarrhea cases & 1/3 of respiratory infections? http://bit.ly/LancetBFseries #WASH
- #Breastfeeding moms need support at home, work & in their community. We can all do more to help: http://bit.ly/LancetBFseries

Facebook

*Note: We recommend tagging the Facebook pages of the organizations that are in [brackets]*

- New research from [The Lancet] confirms: improving breastfeeding could save more than 820,000 lives a year. www.thelancet.com/series/breastfeeding
- Mothers are 2.5 times more likely to breastfeed where it is protected, promoted, and supported. [The Lancet] has a few ideas on how we can get there. www.thelancet.com/series/breastfeeding
- The health benefits of breastfeeding are huge. Nearly half of all diarrhea episodes and one-third of respiratory infections would be prevented with breastfeeding. www.thelancet.com/series/breastfeeding
- Breastfeeding doesn’t just support children. Each year a mother breastfeeds, her risk of developing invasive breast cancer decreases by 6 percent. www.thelancet.com/series/breastfeeding
Social Graphics

**Tweet Option #1:** Low breastfeeding rates = high costs to health, education and productivity. #LancetBF

**Tweet Option #2:** New @TheLancet research confirms: The cost of not breastfeeding is too high: http://bit.ly/LancetBFSeries

**Tweet:** Breastfeeding is not just good for babies. It has big benefits for women as well: http://bit.ly/LancetBFSeries
**Additional Fast Facts**

*All are under 140 characters and can be easily plugged in on Twitter.*

*All facts can be found on the Lancet Breastfeeding Series website:*

www.thelancet.com/series/breastfeeding

- Improving breastfeeding practices could save more than 800,000 lives a year.

- Nearly 1/2 of all diarrhea episodes could be prevented with breastfeeding in low- and middle-income countries.

- Roughly 1/3 of all respiratory infections could be prevented with breastfeeding in low- and middle-income countries.
• Globally, estimated costs associated with not breastfeeding amount to about $300 billion annually.

• For each year a mother breastfeeds, her risk of developing invasive breast cancer decreases by 6%.

• Current rates of breastfeeding prevent almost 20,000 deaths from breast cancer each year.

• Only 23% of countries meet or exceed the International Labor Organization’s recommended 18 weeks for maternity leave.

• Mothers are 2.5 times more likely to breastfeed where breastfeeding is protected, promoted and supported.

• Fewer than 20% of children in high-income countries are breastfed for 12 months.

• In low- and middle-income countries, less than 40% of infants under 6 months are exclusively breastfed.

• In low- and middle-income countries, only two-thirds of children between 6 months and 2 years receive any breast milk.