

## Breastfeeding and COVID-19 video social media toolkit

### Background and web text

**Short text:** This video demonstrates how women with Covid can safely breastfeed, providing their newborn with the best source of nutrition and protection to survive and thrive. Produced by PMNCH with technical guidance from WHO and in collaboration with Medical Aid Films and Studio Eeksaurus.

**Long text:** Breastfeeding is life giving; boosting newborns' immune systems and protecting them throughout infancy and childhood. It is one of the most effective ways to ensure child health and survival. Breastfeeding also protects maternal health. Now more than ever, especially during this Covid pandemic, it is vital to support and enable women with accurate information and guidance to safely and confidently breastfeed.

This video from PMNCH with technical guidance from WHO and in collaboration with Medical Aid Films and Studio Eeksaurus demonstrates how mothers with Covid can safely breastfeed and provide their newborn with the best source of nutrition and protection to survive and thrive.

\*Please tag **@PMNCH @MAFilmsforlife** and **@WHO** | We are using **#Covid19** and **#ForEveryWomanChildAdolescent**

**Video link:** <https://bit.ly/3cbwlgu> | **Hi-res tiles** <https://bit.ly/2XpXlna>

### Sample Social media posts and tiles

Please download hi-res photos for posting here <https://bit.ly/2XpXlna>



#COVID19 transmission fears are eclipsing the importance of breastfeeding. 🧑  
Yet babies exclusively breastfed are **14x** more likely to survive than babies who are not!  
Mothers need support, guidance and information to breastfeed  
👁️ video here → [bit.ly/3cbwlgu](https://bit.ly/3cbwlgu)

## Suggested images



## Sample messages

How can mothers suspected or confirmed with #Covid19 safely breastfeed their infant?

▶ Watch this new guidance video from @PMNCH @WHO @MAFilmsforlife here → [bit.ly/3cbwlgu](https://bit.ly/3cbwlgu)

👩 Breastfeeding checklist for women with #Covid19

- ✓ Practice respiratory hygiene and wear a mask 🧐
- ✓ Wash hands before and after touching your baby
- ✓ Wipe and disinfect surfaces routinely
- ✓ Watch this video to learn more – [bit.ly/3cbwlgu](https://bit.ly/3cbwlgu)

Breastfeeding is life giving 🌸

Boosting children's immune systems,

Providing protection from noncommunicable diseases later in life.

Protecting a mother's health

During #Covid19, we support mothers to breastfeed → [bit.ly/3cbwlgu](https://bit.ly/3cbwlgu)

> **820k** children could be saved yearly if all children 0-23 months were optimally breastfed!

👩 Learn how to safely breastfeed with #Covid19.

The benefits outweigh the potential risks!

Watch the video → [bit.ly/3cbwlgu](https://bit.ly/3cbwlgu)

→ clean

→ contains antibodies

→ boost children's immune systems

Breast milk provides the healthiest start in life!

During #Covid19 empower mothers and enable **breastfeeding** 👩

Check out a new guidance video here → [bit.ly/3cbwlgu](https://bit.ly/3cbwlgu)