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 @MAFfilmsforlife and @WHO | We are using #Covid19 and #ForEveryWomanChildAdolescent


Sample Social media posts and tiles

#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
Watch video here → bit.ly/3cbwlgu
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

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

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

> 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

→ 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