

# Request for an Emoji “Breastfeeding”

**To: Unicode Consortium**

**From: Nutritionist Morzone, Elena Berenice, with Developer Capello, Leandro.**

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## *Introduction*

I am requesting for the incorporation of “Breastfeeding” emoji, it is will show natural and irreplaceable feeding in children’s life.

I highlight three relevant points:

- 1) At present, the digital community has not got an emoji that reflects, expresses and shows this: “Breastfeeding”.
- 2) Neither it is possible to represent this emoji with a combination of other emojis already existing.
- 3) There is a bottle milk emoji which only shows one option of feeding the baby.

Technology is part of each one of us, going through geographical barriers, language and culture. Therefore if breastfeeding emoji will incorporate, it will close an opening in Unicode, because for many people and cultures of the world the breastfeeding is for those the one way for feed the baby.

Always breastfeeding has been the irreplaceable feed for the development and good health of infants.

## *A. Compatibility*

Not applicable.

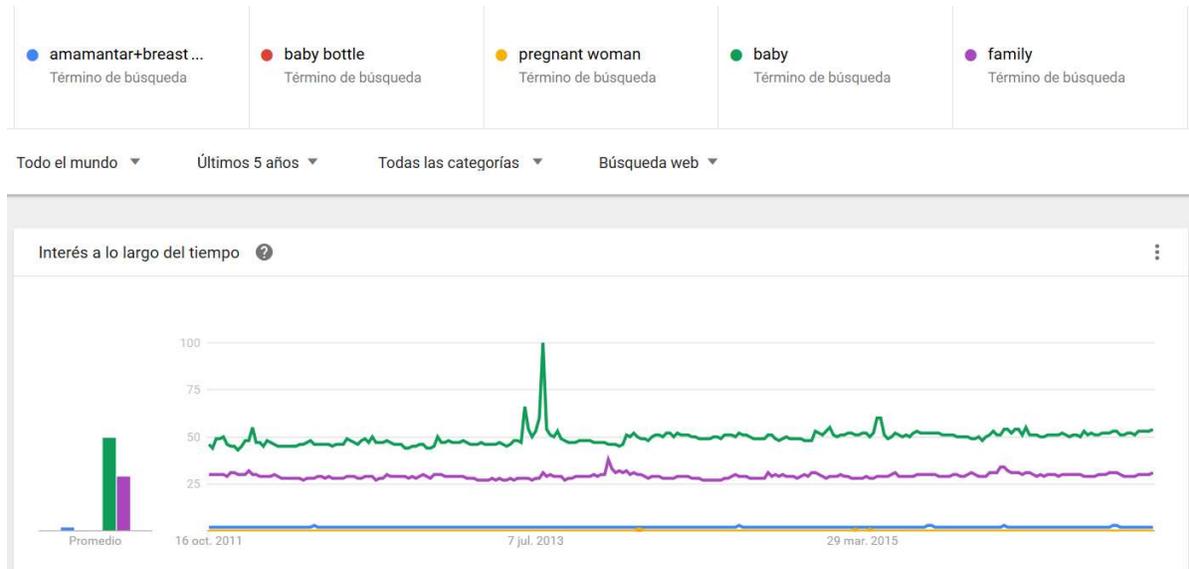
## *B. Expected usage level*

### *1. Frequency*

- a) As an 8/15/16, iemoji.com places the BABY emoji at rank #146 of 1679 and the BABY-BOTTLE emoji at rank #345 of 1679, for a sense of projected popularity of a breastfeeding.

A search of Google trends of related term like “amamantar + breastfeeding + lactancia materna + youtube breastfeeding” shows an important growing interest over the time (<https://goo.gl/4c9VUq>).

b)



c) High frequency in the use of the Emoji "Breastfeeding" is also expected because:

- In the world, millions of babies are breastfed.
- Millions of worldwide organizations, foundations and organisms are promoting, supporting and promulgating breastfeeding and the rights of children, women and family.

In turn, many of these organisms are of important influence in society and have an extremely high number of followers through their social networks, regardless whether they are mothers or not, all of them support and spread on this topic, consequently, they are potential consumers of this emoji.

- In the annual calendar there are thousands of events, programs and social activities where the center topic is "Breastfeeding", highlighting the World Breastfeeding Week which is celebrated over 170 countries, with the need, perhaps, to count on this beautiful emoji to be used by millions of people.

## 2. Multiples Usages

It can not only be used to refer to the action of breastfeeding, but also in discussions concerning the issue of breastfeeding and the support of it. (For example: "I am on a course, an event or capacitation about breastfeeding").

It can also symbolize "food" or "a baby eating" in general.

## C. Image distinctiveness

The emoji may be represented by an image of a baby on the arm while he takes breast milk.

The style image can be that of the emoji category: "persons", like for example: the "WOMAN" emoji. It can also be incorporated one or more hearts to the image of this new emoji, like for example: "PERSON BOWING DEEPLY, type-1-2" or "KISS" emoji.

## D. Completeness

The emoji of “Breastfeeding” would be the missing complement in the set of the:

People: such as baby, pregnant woman, couple, family, homosexual couple (because breastfeeding is a topic that often leads to discrimination and mistreatment to Pro breastfeeding community and in many countries it is a taboo if this act is done for example in public).

People making actions/activity: such as “Person gesturing (...)”, “Woman or Man dancing”, “Kiss:”, “Selfie”, “Backhand index (...)”.

Food and Drink: Breastfeeding is the one food for the babies, and millions of babies in the world feeding with human milk.

## E. Frequently requested

- Unicode Consortium recently considered and included a new emoji of “A PREGNANT WOMAN”, which can be considered as a precedent to include the emoji we are asking for this document.
- There is a petition in Change.org requesting this emoji (<https://www.change.org/p/for-more-breastfeeding-on-the-world-we-wish-an-emoji-a-mum-breastfeeding-her-baby-por-un-ematic%C3%B3n-pro-lactancia-materna>).
- Accounts on Twitter and Instagram of influential people from different countries of the world and with millions of followers, shared pictures of themselves breastfeeding their babies. They as well participated in the network with the topic of breastfeeding and they receiving thousands of interactions. Some of these cases are shared here:

<http://www.mirror.co.uk/3am/celebrity-news/proud-mum-liv-tyler-shares-8486290>



Sunday morning snuggles with my baby girl. So grateful for this precious gift.

108.3 mil Me gusta 1,444 comentarios

Instagram

<http://www.dailymail.co.uk/femail/article-3388667/Mother-two-breastfeeding-advocate-Alyssa-Milano-hits-Wendy-Williams-TV-host-criticized-women-nurse-public-saying-doesn-t-want-that.html>



*F. Overly specific*

Not applicable.

*G. Open-ended*

Not applicable.

*H. Already representable*

Not, it is not representable for any emoji or sequence.

*i. Logos, brands, UI icons, signage, specific people, deities*

Not applicable.

*J. Transient*

The emoji requested should be of continuous use in the future. It does not correspond to a fashionable or trendy representation, it stands for an action that transcends the barrier of time.

Humanity always nursed the babies and it must forever remain doing so.

## 2. Proposal

Name	Sample Image	Sample Image (Black and White)
<b>Breastfeeding</b>		

### A. Proposed entries for Unicode

#### B. Line breaking

The proposed character can appear at the end of a line, has no specific behaviour at the end of a line, can be broken across the line even if it comes before or after surrounding characters as it has no relation to surrounding characters.

#### C. Collating and Ordering

N/A as it is an emoji.

#### D. Identifiers

N/A as it is an emoji.

## 3. Appendix

**A.** Character is uncased.

**B.** Character is stand-alone symbol.

**C.** Character is not white space nor does it separate other characters.

**D.** Character has no numeric value.

**E.** Character can combine with other emoji characters.

**F.** Character is not a combining character.

**G.** Character is not a punctuation character.

### Expressions of gratitude:

Thanks to all the families, organisms of the world and to the nations that support to more breastfeeding in the world taking care of our children.