Person, Woman, and Man feeding baby emojis for Unicode 13.0
Emoji Submitter: Jennifer Daniel (Google) to the Unicode Technical Committee
Date: September 2019

Background
This follows priorities set out in L2/19-101, as well as details of vendors intention to display gender inclusive emoji designs from 2019 onward, noted in L2/19-078.

This proposal clarifies the encoding around three Person ZWJ Sequences + associated skin tones of PERSON FEEDING BABY, WOMAN FEEDING BABY, and MAN FEEDING BABY for a total of 18 new sequences

I. Identification

<table>
<thead>
<tr>
<th>Sample Image (clr)</th>
<th>Sample Image (bw)</th>
<th>Proposed Unicode and CLDR name</th>
<th>TYPE</th>
<th>ZWJ</th>
<th>Possible CLDR English keywords</th>
<th>Closest Unicode Emoji</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Sample Image" /></td>
<td><img src="image2" alt="Sample Image" /></td>
<td>Person feeding baby</td>
<td>Sign-format base</td>
<td>🧺</td>
<td>Childcare, hungry, feeding, bottle, baby, nurture, nourish, paternity leave</td>
<td><img src="image3" alt="Closest Unicode Emoji" /></td>
</tr>
<tr>
<td><img src="image4" alt="Sample Image" /></td>
<td><img src="image5" alt="Sample Image" /></td>
<td>Woman feeding baby</td>
<td>Sign-format base</td>
<td>🧺</td>
<td>See above</td>
<td><img src="image6" alt="Closest Unicode Emoji" /></td>
</tr>
<tr>
<td><img src="image7" alt="Sample Image" /></td>
<td><img src="image8" alt="Sample Image" /></td>
<td>Man feeding baby</td>
<td>Sign-format base</td>
<td>🧺</td>
<td>See above</td>
<td><img src="image9" alt="Closest Unicode Emoji" /></td>
</tr>
</tbody>
</table>

License
We certify that the images have appropriate licenses for use by the UTC.

II. Sort location
Person-Role
III. Images

<table>
<thead>
<tr>
<th>Default</th>
<th>Light Skin Tone</th>
<th>Medium-Light Skin Tone</th>
<th>Medium Skin Tone</th>
<th>Medium-Dark Skin Tone</th>
<th>Dark Skin Tone</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Default" /></td>
<td><img src="image2" alt="Light Skin Tone" /></td>
<td><img src="image3" alt="Medium-Light Skin Tone" /></td>
<td><img src="image4" alt="Medium Skin Tone" /></td>
<td><img src="image5" alt="Medium-Dark Skin Tone" /></td>
<td><img src="image6" alt="Dark Skin Tone" /></td>
</tr>
<tr>
<td><img src="image7" alt="Default" /></td>
<td><img src="image8" alt="Light Skin Tone" /></td>
<td><img src="image9" alt="Medium-Light Skin Tone" /></td>
<td><img src="image10" alt="Medium Skin Tone" /></td>
<td><img src="image11" alt="Medium-Dark Skin Tone" /></td>
<td><img src="image12" alt="Dark Skin Tone" /></td>
</tr>
<tr>
<td><img src="image13" alt="Default" /></td>
<td><img src="image14" alt="Light Skin Tone" /></td>
<td><img src="image15" alt="Medium-Light Skin Tone" /></td>
<td><img src="image16" alt="Medium Skin Tone" /></td>
<td><img src="image17" alt="Medium-Dark Skin Tone" /></td>
<td><img src="image18" alt="Dark Skin Tone" /></td>
</tr>
</tbody>
</table>

IV. Selection factors — Inclusion

A. Compatibility
n/a

B. Expected use
1. Frequency
Frequency data indicates it is well over the median search threshold.

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>feed-baby</td>
<td>661,000,000</td>
<td>2,950,000</td>
<td>61,700,000</td>
<td>See below</td>
<td>See below</td>
</tr>
</tbody>
</table>

Search term | Google Search | Bing Search | Google Video Search
---|---------------|-------------|---------------------|

2. Multiple usages
   - Parenting
   - Childcare
   - New father
   - Hungry baby
   - Bottle fed
   - Paternity leave

3. Use in sequences
   - N/A

4. Breaking new ground
   Currently, the only emoji that depicts childcare is “PERSON BREASTFEEDING” and there are no emojis that depict men caring for their children. The inclusion of this emoji breaks new ground and destigmatizes bottle feeding children.

C. Image distinctiveness
   Yes, The appearance of a person bottle feeding a baby is visually distinct from the existing breastfeeding emoji.

D. Completeness
   This emoji complements existing Pregnant Woman 🤰 and Breast-Feeding 🤷 emoji. As fatherhood is common and with the rise of paternity leave and health organizations increasingly encouraging fathers to be more involved in childcare there has been a worldwide shift in expectations around parental roles. Additionally, with the advancement of
breast-pumps, mother rooms, baby formula, and breast-milk donation, all people are able to contribute to feeding infants with or without breasts.
V. Selection factors — Exclusion

F. Overly specific
   No.

G. Open-ended
   No, this is not part of a set of similar items.

H. Already representable
   No.

I. Logos, brands, UI icons, signage, specific people, deities
   Not applicable. There are no logos, brands, signage or otherwise among the proposed characters.

J. Transient
   Not applicable.

K. Faulty comparison
   Justification for encoding the proposed emoji does not depend on analogy with other emoji that were encoded only for compatibility reasons.

L. Exact Images
   An exact image is required.
Data changes

Because of the late date, the exact data changes are included here. The affected file is:

https://unicode.org/Public/13.0.0/ucd/emoji/emoji-zwj-sequences.txt

1F468 200D 1F37C; Emoji_ZWJ_Sequence ; woman feeding baby # 13.0 [1]  
1F468 1F3FB 200D 1F37C; Emoji_ZWJ_Sequence ; woman feeding baby: light skin tone # 13.0 [1]  
1F468 1F3FC 200D 1F37C; Emoji_ZWJ_Sequence ; woman feeding baby: medium-light skin tone # 13.0 [1]  
1F468 1F3FD 200D 1F37C; Emoji_ZWJ_Sequence ; woman feeding baby: medium skin tone # 13.0 [1]  
1F468 1F3FE 200D 1F37C; Emoji_ZWJ_Sequence ; woman feeding baby: medium-dark skin tone # 13.0 [1]  
1F468 1F3FF 200D 1F37C; Emoji_ZWJ_Sequence ; woman feeding baby: dark skin tone # 13.0 [1]  
1F469 200D 1F37C; Emoji_ZWJ_Sequence ; man feeding baby # 13.0 [1]  
1F469 1F3FB 200D 1F37C; Emoji_ZWJ_Sequence ; man feeding baby: light skin tone # 13.0 [1]  
1F469 1F3FC 200D 1F37C; Emoji_ZWJ_Sequence ; man feeding baby: medium-light skin tone # 13.0 [1]  
1F469 1F3FD 200D 1F37C; Emoji_ZWJ_Sequence ; man feeding baby: medium skin tone # 13.0 [1]  
1F469 1F3FE 200D 1F37C; Emoji_ZWJ_Sequence ; man feeding baby: medium-dark skin tone # 13.0 [1]  
1F469 1F3FF 200D 1F37C; Emoji_ZWJ_Sequence ; man feeding baby: dark skin tone # 13.0 [1]  
1F9D1 200D 1F37C; Emoji_ZWJ_Sequence ; person feeding baby # 13.0 [1]  
1F9D1 1F3FB 200D 1F37C; Emoji_ZWJ_Sequence ; person feeding baby: light skin tone # 13.0 [1]  
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