

20TH WORLD BREASTFEEDING WEEK!



**Understanding the past,
planning for the future**
Celebrating 10 years of WHO/UNICEF's
Global Strategy for Infant and Young
Child Feeding

IT'S TIME TO ACT!

World Breastfeeding Week celebrates its twentieth anniversary in 2012. This time it focuses on the progress that has been made on the implementation of the *Global Strategy for Infant and Young Child Feeding* which was adopted by the World Health Organisation (WHO) and UNICEF ten years ago. Implementing the *Global Strategy* effectively is **essential to increase breastfeeding rates: especially exclusive breastfeeding for the first six months**, and to reach Millennium Development Goal (MDG) 4 (to reduce under five mortality by two thirds).

Twenty years ago the World Alliance for Breastfeeding Action (WABA) launched the World Breastfeeding Week campaign to focus and facilitate actions to protect, promote and support breastfeeding. Since then, each year, WBW has put the spotlight on various breastfeeding issues.

OBJECTIVES OF THE WORLD BREASTFEEDING WEEK 2012 ARE:

1. To take stock of lessons learnt and achievements from the past 20 years on infant and young child feeding (IYCF).
2. To assess the status of implementation of the Global Strategy for Infant and Young Child Feeding (GS) globally.
3. To celebrate successes and achievements nationally, regionally, and globally and showcase national work at the global level.
4. To call for action to bridge the remaining gaps in policy and programmes on breastfeeding and IYCF, and
5. To draw public attention to the state of policy and programmes on breastfeeding and IYCF.



Jessamine C. Sareno - Philippines



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How and Why We Should Monitor Status of Implementation of the Global Strategy?

In 2004 - 2005 the International Baby Food Action Network (IBFAN) one of WABA's core partners launched the World Breastfeeding Trends Initiative (WBTi), to track, assess and monitor the implementation of the Global Strategy. According to UNICEF's State of the World's Children Report 2011, 136.7 million babies are born worldwide and only 32.6 % of them are breastfed exclusively in the first six months. According to the WBTi assessment of 40 countries, most of the 40 countries do not have an effective IYCF policy with an adequate budget for implementation. To be able to increase breastfeeding rates, it is important to assess policies and programmes and take action accordingly. For more information on the WBTi contact: info@ibfanasia.org

For those who have undertaken assessments, you could share the findings and country reports with governments and the media, and peoples groups more widely during World Breastfeeding Week, 1-7 August 2012.

We invite you to **Join the World Breastfeeding Conference (WBC) in December 2012!** Be there at the WBC, between 6-9 December in Delhi, India, which carries the theme "Lets Protect Every Feeding Mother". See: <http://www.worldbreastfeedingconference.org/home>

**Join Us and
Take Action
NOW!**

WABA WORLD BREASTFEEDING WEEK 2012

PROTECTS, PROMOTES AND SUPPORTS BREASTFEEDING WORLDWIDE



The World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organisations concerned with the protection, promotion & support of breastfeeding worldwide. WABA action is based on the Innocenti Declaration, the Ten Links for Nurturing the Future and the Global Strategy for Infant and Young Child Feeding. WABA is in consultative status with UNICEF & an NGO in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC). WABA's present Core Partners are also all the main international breastfeeding organisations: Academy for Breastfeeding Medicine (ABM), International Baby Food Action Network (IBFAN), International Lactation Consultant Association (ILCA), La Leche League International (LLL), and Wellstart International (WI).

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