

BREASTFEEDING SUPPORT: CLOSE TO MOTHERS



WABA World Breastfeeding Week 1- 7 August 2013

Fifty seven years ago, seven breastfeeding mothers came together and realised that their abilities to breastfeed their own infants came from being provided with information, education and emotional support from each other. They also realised that many other mothers who longed to breastfeed could be enabled to do so if those around them, their peers, had the knowledge and skills to be supportive. La Leche League International (LLLI) was launched, spearheading a renewed breastfeeding movement. Mother-to-mother support was born, and this movement would cover the globe.

Many women find that meeting together regularly as a group to share experiences and knowledge, and to support each other through the whole breastfeeding experience is invaluable. However at times women need skilled one-to-one practical help. This is often best given in the woman's own home. So from the mother support groups came the concept of the individual peer counsellor, (sometimes called peer supporter), and home visits developed. Now there are a variety of ways in which mothers can get support close to where they are (see action folder for details).

**Join Us and
Take Action
NOW!**

www.worldbreastfeedingweek.org

OBJECTIVES OF WBW 2013

- 1** To draw attention to the importance of Peer Support in helping mothers to establish and sustain breastfeeding.
- 2** To inform people of the highly effective benefits of Peer Counselling, and unite efforts to expand peer counselling programmes.
- 3** To encourage breastfeeding supporters, regardless of their educational background, to step forward and be trained to support mothers and babies.
- 4** To identify local community support contacts for breastfeeding mothers, that women can go to for help and support after giving birth.
- 5** To call on governments and maternity facilities globally to actively implement the Ten Steps, in particular Step 10, to improve duration and rates of exclusive breastfeeding.



J. Rohith Varma - India



Helman Nino Berdugo - Colombia



Shih, Yue Cheng - Taiwan



Jose Antonio Araujo Mayorca - Peru



John Musisi - Uganda



Ruth Babirye - Uganda



Esther Gillett - USA



Pooja Panchal - India



Delly's Mishu Reyes Alania - Peru



Dr. Sushma Malik - India

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WABA WORLD BREASTFEEDING WEEK 2013 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 and support of breastfeeding worldwide based on the Innocenti Declarations, the Ten Links for Nurturing the Future and the WHO/UNICEF Global Strategy for Infant and Young Child Feeding. Its core partners are International Baby Food Action Network (IBFAN), La Leche League International (LLLI), International Lactation Consultant Association (ILCA), Wellstart International and Academy of Breastfeeding Medicine (ABM). WABA is in consultative status with UNICEF and an NGO in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC).

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