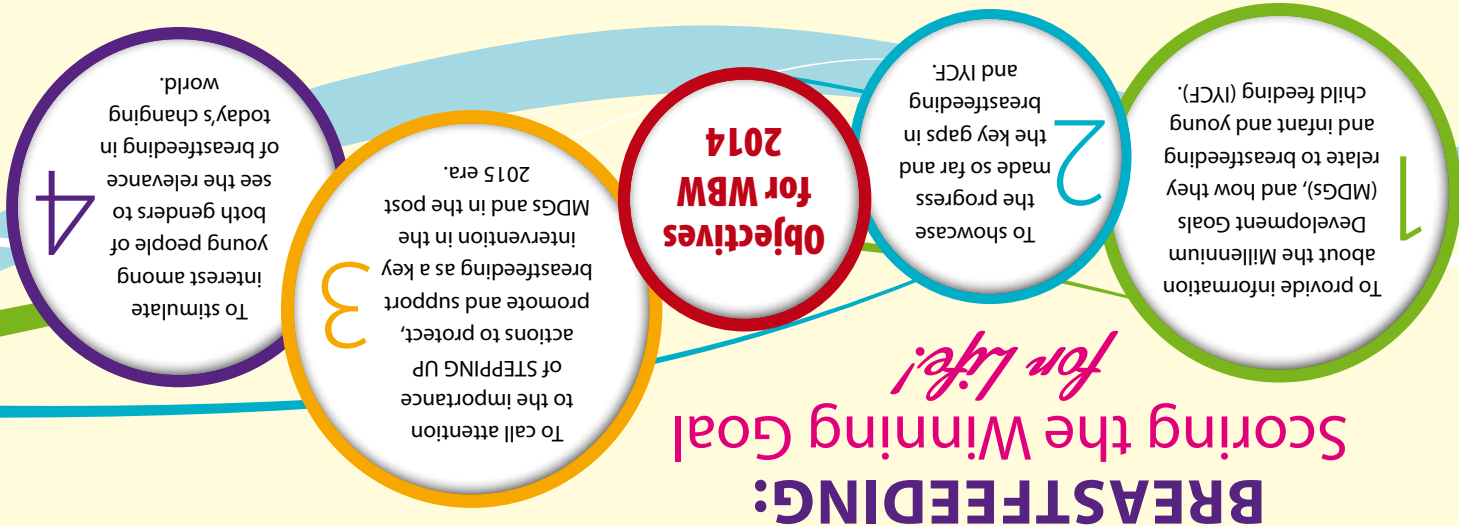




2014 WBW site: [www.worldbreastfeedingweek.org](http://www.worldbreastfeedingweek.org) · Past WBWs site: [www.worldbreastfeedingweek.net](http://www.worldbreastfeedingweek.net)  
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WABA does not accept sponsorship of any kind from companies producing breastmilk substitutes, related equipment and/or complementary foods that displace breastfeeding. WABA encourages all participants of World Breastfeeding Week to respect and follow this ethical stance.

Wherever you are, progress can be made AND sustained. For this to happen you need to be prepared, set goals and targets, join forces and ACT! Protect, Promote and Support breastfeeding: it is a vital, life-saving goal!



**Welcome to World Breastfeeding Week 2014!**



In 1990 eight global goals, the Millennium Development Goals (MDGs), were set by governments and the United Nations to fight poverty and promote healthy and sustainable development in a comprehensive way by 2015. There are regular "countdowns" to gauge progress in achieving the goals. This year's WBW theme responds to the latest countdown by asserting the importance of increasing and sustaining the protection, promotion and support of breastfeeding in the post 2015 agenda, and engaging as many groups, and people of various ages as possible.

2014 is also the year of the Football World Cup! Breastfeeding provides good health and nutrition, both these are important for sports. So let us all score a goal or two - a breastfeeding goal- for life and for sports!

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OCTOBER	NOVEMBER	DECEMBER
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# BREASTFEEDING: Scoring the Winning Goal *for Life!*

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## How are BREASTFEEDING and the MDGs linked?

**T**he Millennium Development Goals (MDGs) are meant to be achieved by 2015 – next year! Although much progress has taken place, there is still a lot of “unfinished business”. Here are some examples: Poverty has gone down, but 1 in 8 people still go to bed hungry. Undernutrition affects about a quarter of all children globally. Overweight, the other form of malnutrition is becoming more common too.

In the last 2 decades, child mortality has decreased by about 40%, but still almost 7 million children under five die each year, mainly from preventable diseases. As the overall rate of under-five mortality has declined, the proportion of neonatal deaths (during the first month of life) comprises an increasing proportion of all child deaths.

Globally, maternal mortality has declined from 400 per 100,000 live births in 1990 to 210 in 2010, but fewer than half of women deliver in baby-friendly maternities.

By protecting, promoting and supporting breastfeeding, YOU can contribute to each of the MDGs in a substantial way. Exclusive breastfeeding and adequate complementary feeding are key interventions for improving child survival, potentially saving about 20% of children under five. Let's review how the UN's Scientific Committee on Nutrition illustrated how breastfeeding is linked to each of the Millennium Development Goals.



World Breastfeeding Week is coordinated by the World Alliance for Breastfeeding Action (WABA), 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. WABA Core Partners are the Academy of Breastfeeding Medicine (ABM), International Baby Food Action Network (IBFAN International Lactation Consultant Association (ILCA), La Leche League International (LLL), and Wellstart International. WABA is in consultative status with UNICEF and an NGO in Special Consultative Status with the Economic and Social Council of the United Nations.

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