

# BREASTFEEDING: A Winning Goal *for Life!*



WABA celebrates World Breastfeeding Week (WBW) with a theme that responds to the current Millennium Development Goals (MDGs) countdown process by asserting the importance of increasing and sustaining the protection, promotion and support of breastfeeding in the post 2015 agenda. The MDGs were set by governments and the United Nations (UN) to gauge progress in fighting poverty, and promoting healthy and sustainable development in a comprehensive way by 2015.

Breastfeeding provides good health and nutrition, and by protecting, promoting and supporting breastfeeding YOU can contribute to each of the MDGs in a substantial way. Wherever your community may be, 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 worthwhile goal... and it saves lives!

**WABA • World Breastfeeding Week • 1-7 August 2014**

**Join Us & Take Action NOW!**

**[www.worldbreastfeedingweek.org](http://www.worldbreastfeedingweek.org)**



Elissa Kiggins - Australia



Inmaculada Pablos Rodríguez - Spain



Charusheela Korday - India



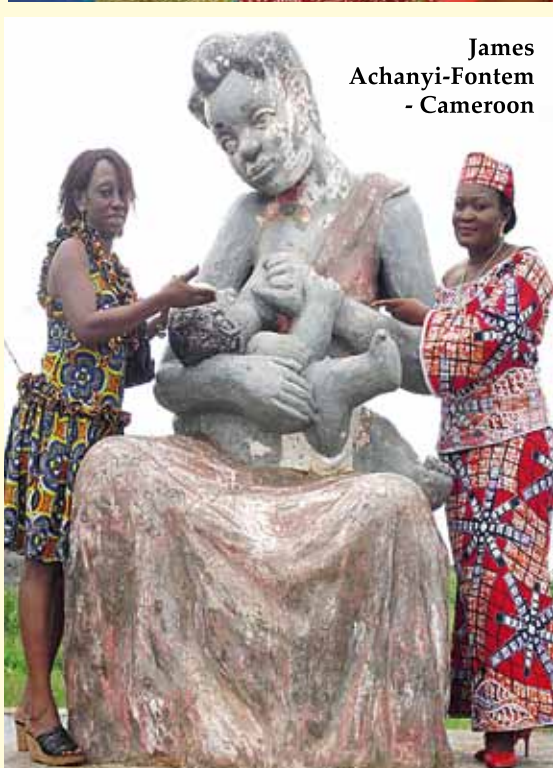
Daksha Pandit - India



Jadhav Sonali Tarachand - India



Hospital San Antonio - Colombia



James Achanyi-Fontem - Cameroon



Ellen Girerd-Barclay - Uganda



Ines Fernandez - Philippines



Iris Michelle R Ubeas - Philippines

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## Objectives for WBW 2014

**1** To inform people about the MDGs and how they relate to breastfeeding and Infant and Young Child Feeding (IYCF).

**2** To showcase the progress made so far and the key gaps in improving breastfeeding and IYCF.

**3** To call attention to the importance of STEPPING UP actions to protect, promote and support breastfeeding as a key intervention in the MDGs, AND in the post-2015 era.

**4** To stimulate interest amongst young people of both genders to see the relevance of breastfeeding in today's changing world.

**SPONSORSHIP:** WABA does not accept sponsorship of any kind from companies producing breastmilk substitutes, related equipment and complementary foods. WABA encourages all participants of World Breastfeeding Week to respect and follow this ethical stance.

## WABA WORLD BREASTFEEDING WEEK 2014

### PROTECTS, PROMOTES AND SUPPORTS BREASTFEEDING WORLDWIDE



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.

WABA, PO Box 1200, 10850 Penang, Malaysia  
Tel: 604-658 4816 • Fax: 604-657 2655 • E-mail: [wbw@waba.org.my](mailto:wbw@waba.org.my) • Website: [www.waba.org.my](http://www.waba.org.my)