



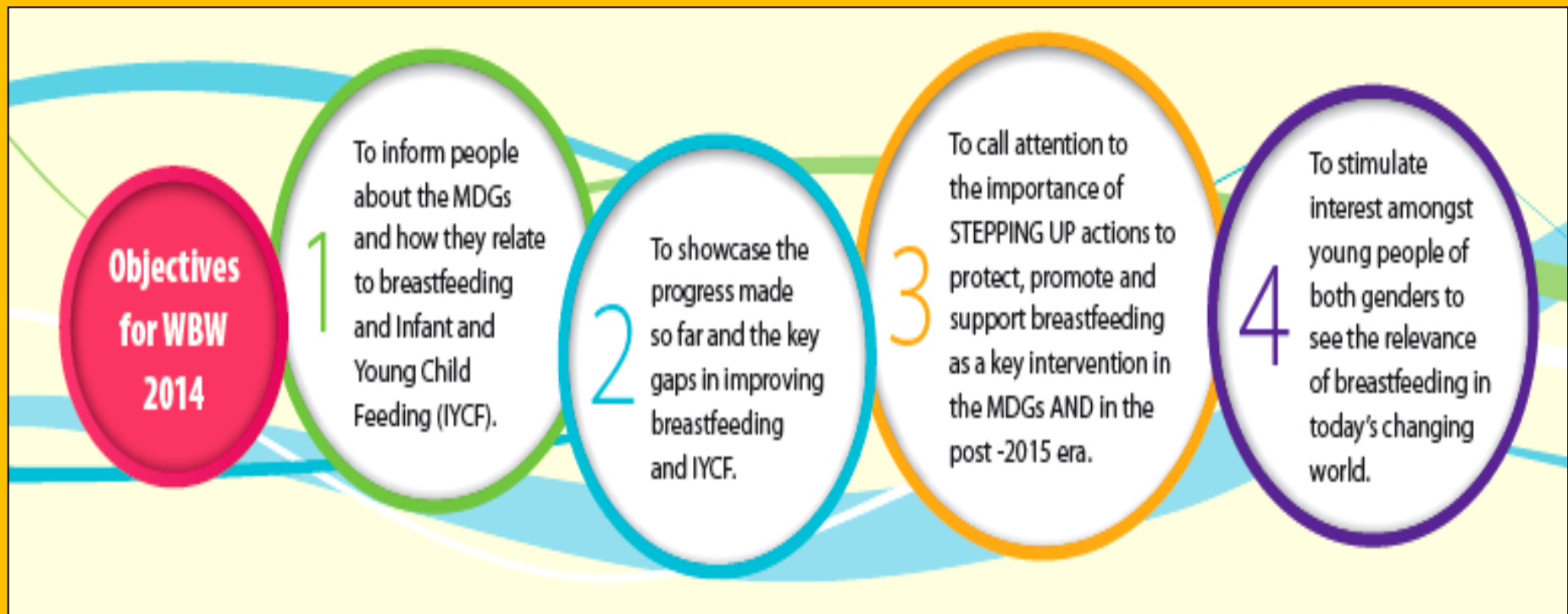
Welcome to WABA

World Breastfeeding Week

August 1-7, 2014!



World Breastfeeding Week 2014 slogan/theme
'BREASTFEEDING: A Winning Goal - for Life!' responds
to the current **Millennium Development Goals**
(MDGs) countdown.



Brief History:



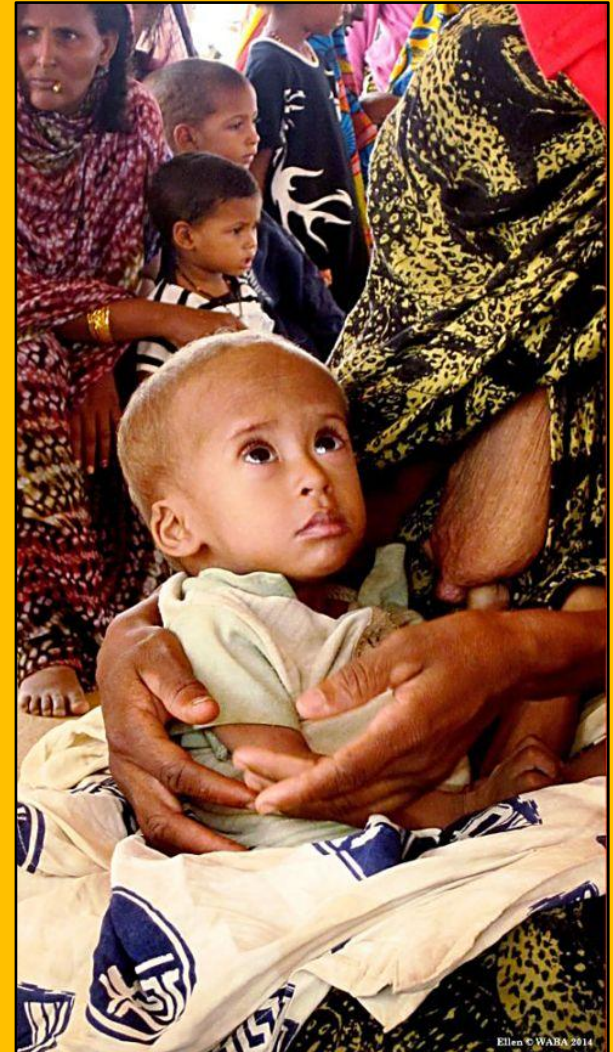
- Adopted at the Millennium Summit in 2000, the **8 global Millennium Development Goals (MDGs)** were set in 1990 by governments and the UN
- The MDGs were set to **fight poverty and promote healthy and sustainable development by 2015**
- **Breastfeeding is linked to them all!**

How is **BREASTFEEDING** linked to the MDGs?

Some examples:

Goal 1: Eradicate extreme poverty and hunger

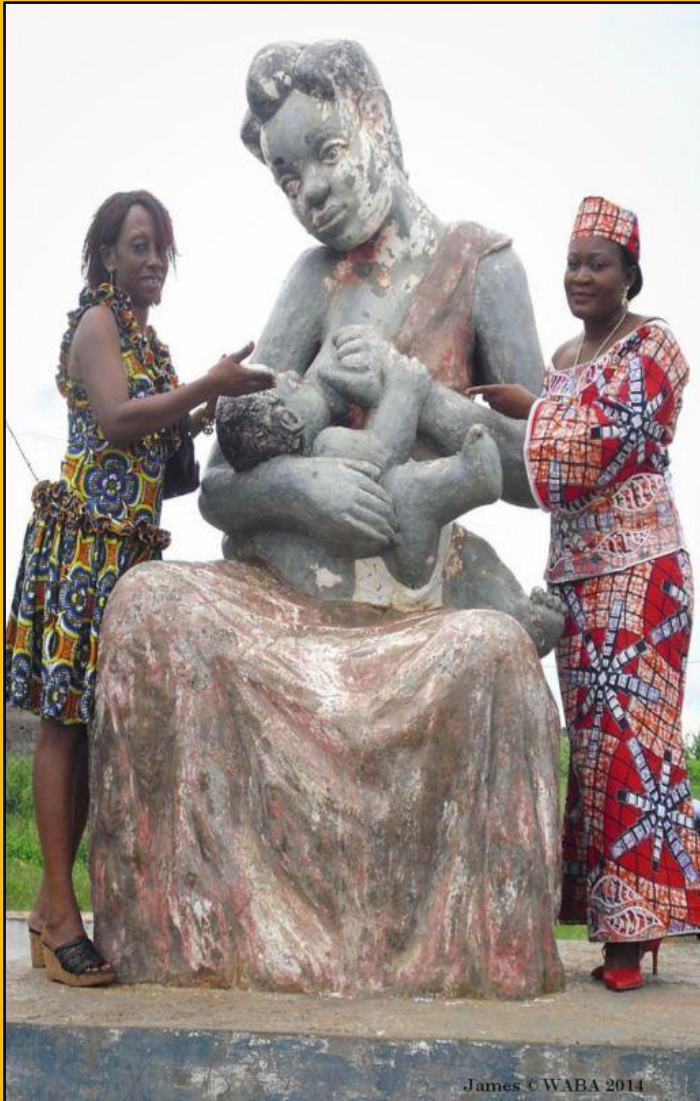
- Exclusive breastfeeding, and continued breastfeeding for 2 years and beyond, provide **high quality nutrients and adequate energy**, and can help prevent hunger and malnutrition.
- Breastfeeding is a **natural and low-cost way of feeding babies and children** – it is affordable for everyone and does not burden household budgets compared to artificial feeding e.g. with formula.



Refugee mother kept her child alive through breastfeeding

How is **BREASTFEEDING** linked to the MDGs?

Some examples:



Goal 3: Promote gender equality and empower women

- Breastfeeding is the **great equaliser**, giving every child a fair and best start in life.
- Most differences in growth between sexes begin as complementary foods are added into the diet, and **gender preference** begins to act on feeding decisions.
- **Breastfeeding is uniquely a right of women and they should be supported by society to breastfeed optimally.**

How is **BREASTFEEDING** linked to the MDGs?

Some examples:

Goal 4: Reduce child mortality

- Infant mortality could be readily reduced by about 13% with improved breastfeeding practices alone, and 6% with improved complementary feeding.
- In addition, about 50-60% of under-5 mortality is linked to malnutrition, due to inadequate complementary foods and feeding following on poor breastfeeding practices.



How is **BREASTFEEDING** linked to the MDGs?

Some examples:

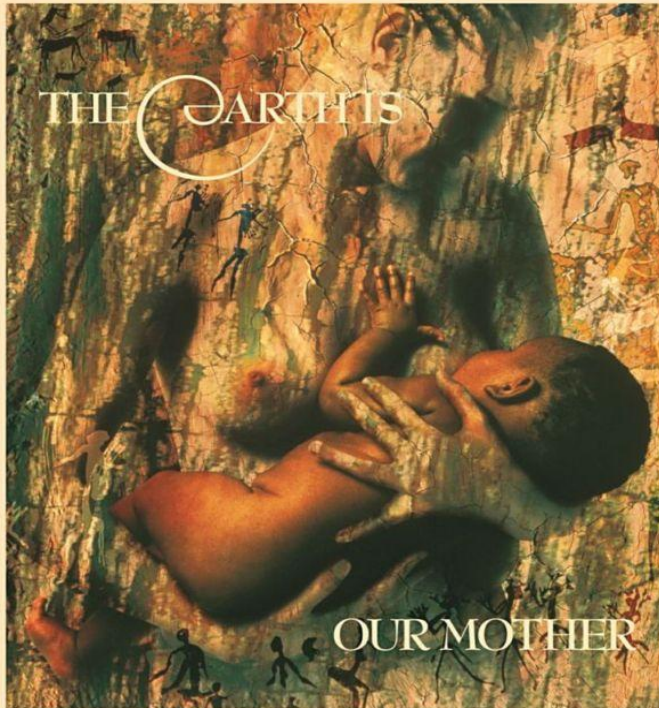
Goal 5: Improve maternal health



- Breastfeeding is associated with **decreased maternal postpartum blood loss, breast cancer, ovarian cancer, endometrial cancer,** and the likelihood of bone loss post-menopause.
- Breastfeeding also **contributes to contraception and child spacing** - reducing maternal risks (e.g. anaemia) of pregnancies too close together.

How is **BREASTFEEDING** linked to the MDGs?

Some examples:



Goal 7: Ensure environmental sustainability

- Breastfeeding **involves less waste compared to formula production** involving the dairy, pharmaceutical, plastics and aluminum industries, and reduces the use of firewood and fossil fuels in the home
- With breastfeeding we have a **healthy, viable, non-polluting, non-resource intensive, sustainable and natural source** of nutrition and sustenance.

Where are we on the MDGs today?

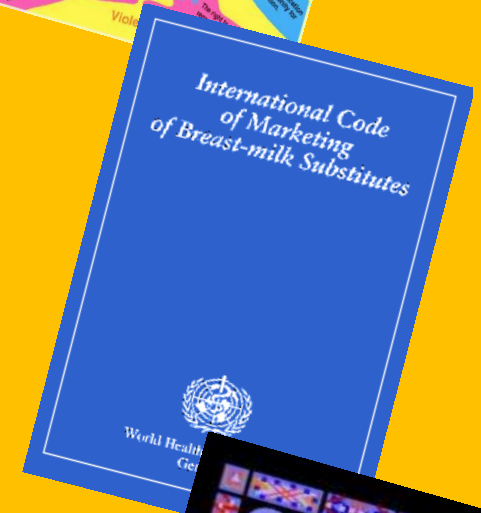
While there is some progress, there is still a lot of “**unfinished business**” that require **urgent attention by governments now!** *For example:*

- **Progress in achieving the various MDG goals is slow** – with large disparities between regions.
- In the last 20 years, **child mortality has gone down by about 40% but still almost 7 million children under five die each year** - mainly from preventable diseases.
- **Under nutrition** continues to affect about a quarter of all children globally.
- **Maternal mortality has declined** from 400 per 100,000 live births in 1990 to 210 in 2010.

Breastfeeding is a Human Rights issue!

Breastfeeding support and protection are so important that they are enshrined in several Human Rights instruments, for example:

- *The Convention on the Rights of the Child (CRC)*
- *International Code of Marketing of Breastmilk Substitutes (The Code)* and relevant World Health Assembly (WHA) Resolutions.
- *The Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW)*
- The human rights framework provides us with an **opportunity to approach governments and suggest practical measures they should be adopting to fulfill their obligations** under these human rights instruments.



What can YOU do to promote, protect and support breastfeeding in relation to the MDGs?

- **Protection** means ensuring that women and their families receive scientifically factual information and support that is independent of vested business-interests, for example from the baby food industry and/or professionals. **Implementing and monitoring The Code & WHA resolutions will help protect breastfeeding.**
- **Promotion** means informing and raising awareness of the importance of breastfeeding and mobilizing people to take action, for example via **World Breastfeeding Week!**
- **Support** means providing **access to information, skilled clinical help and counselling, and practical and emotional backing to mothers** to enable them to initiate, manage and sustain breastfeeding wherever they are. Maternity protection can help working mothers continue breastfeeding.



What can YOU do to promote, protect and support breastfeeding in relation to the MDGs?



Join forces:

- Find out who your potential allies are.
- Link up with other groups working on Human Rights, gender, conditions at work, sustainable development, environment/ climate change, etc.
- Find out about your common agenda.

Prepare!

- Prepare yourself and your team.
- Find out what the situation regarding breastfeeding is in your area (village/town/ city/state/country/region).
- Use existing databases, surveys, interview women, health workers etc.
- Analyse the gaps and understand the challenges.

Set goals and Plan for Action!

- **Home and community level actions** *e.g.* Develop a campaign to bring young people and grandparents in your community on board with breastfeeding and infant/child nutrition issues.
- **Healthcare actions** *e.g.* Promote the Expanded BFHI and Mother Friendly care in health care facilities in your area.
- **Workplace actions** *e.g.* Develop mother- friendly workplaces by advocating for breastfeeding breaks, workplace crèches, and breastfeeding/ breastmilk expression facilities at the workplace.



Set goals and Plan for Action!

- **Youth actions e.g.** Schools and Youth Groups can learn more about the MDGs and breastfeeding through theme days.
- **International and National actions e.g.** Advocate for stronger policies on breastfeeding - Monitor the Code in your community.



***We call on all celebrants of WABA World Breastfeeding Week to Protect, Promote and Support Breastfeeding:
It is a vital Life-Saving Goal!***

Achieving the MDGs - especially **MDG 4** (*Reduce Child Mortality*) and **MDG 5** (*Improve Maternal Health*) - requires more early, exclusive and continued breastfeeding.



WABA World Breastfeeding Week Aug 1-7 2014. Join Us!

Get WBW materials and learn more on the 2014 theme here:

<http://www.worldbreastfeedingweek.org/>