

1-7
AUG
2018



BREASTFEEDING Foundation of Life

WABA | WORLD BREASTFEEDING WEEK

Breastfeeding is a universal solution that levels the playing field, giving everyone a fair start in life. It improves the health, wellbeing and survival of women and children around the world.

OBJECTIVES OF #WBW2018

INFORM

people about the links between good nutrition, food security, poverty reduction and breastfeeding



ANCHOR

breastfeeding as the foundation of life



ENGAGE

with individuals and organisations for greater impact



GALVANISE

action to advance breastfeeding as a part of good nutrition, food security and poverty reduction



#WBW2018 FOCUSES ON:



Monaliza Oliveira da Palma @ WABA 2015

Preventing malnutrition in all its forms

Ensuring food security, even in times of crises



Sudipto Das @ WABA 2015



Namatovu @ WABA 2013

Breaking the cycle of poverty

Let's join hands in protecting, promoting and supporting breastfeeding as the foundation of life!

SPONSORSHIP: 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.

www.worldbreastfeedingweek.org

WABA | WORLD BREASTFEEDING WEEK (WBW) 1-7 August 2018



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. 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). WABA coordinates the annual World Breastfeeding Week campaign. WABA works closely with many organisations and individuals. Our partners in this effort include: the Academy of Breastfeeding Medicine (ABM), International Baby Food Action Network (IBFAN), International Lactation Consultant Association (ILCA), La Leche League International (LLL), United Nations Children's Fund (UNICEF), World Health Organisation (WHO), Food Agricultural Organisation (FAO) and several other international organisations. WABA's work, including World Breastfeeding Week, is made possible through the generous support of the Swedish International Development Cooperation Agency (Sida).

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