



# BREASTFEEDING Foundation of Life

WABA | WORLD BREASTFEEDING WEEK



<http://worldbreastfeedingweek.org>



**THE GLOBAL GOALS**  
For Sustainable Development



# **INTRODUCTION**

The [World Alliance for Breastfeeding Action](#) (WABA) was formed on 14 February, 1991. WABA is a global network of organisations and individuals who work to protect, promote and support breastfeeding.

Annually, we coordinate and organise the [World Breastfeeding Week](#) (WBW) between Aug 1-7, although many countries choose to celebrate it in October. Millions of people in over 175 countries celebrate WBW.

Since 2016, we have aligned our WBW campaign to United Nation's [Sustainable Development Goals](#) (SDGs). We call this the WBW-SDGs Campaign.



# WBW-SDGs CAMPAIGN

In 2016, we began our 15-year journey to achieve sustainable development through breastfeeding by 2030. WABA clustered the UN SDGs into 4 Thematic Areas that relate to each other and to breastfeeding.



# **WBW-SDGs CAMPAIGN**

The 4 Thematic Areas will be celebrated in cycles until 2029.

2030 will be about taking stock of our progress, overcoming challenges and planning for work beyond the SDGs.

Through [WBW2016](#), we made links between breastfeeding and the Sustainable Development Goals (SDGs). Based on the [success](#) of WBW2016 and the engagement that followed, [WBW2017](#) was about [working together](#) for the common good!



# **#WBW2018**

- A sustainable and more equal world begins with efforts to end poverty, protect the planet and ensure prosperity for all.
- Malnutrition, food insecurity and poverty affect millions and stand in the way of sustainable development.
- Breastfeeding is a universal solution that gives everyone a fair start in life and lays the foundation for good health and survival of children and women.



# **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:


1


Preventing  
malnutrition  
in all its forms





Optimal breastfeeding helps prevent malnutrition in all its forms with positive lifelong effects on both children and mothers.



Globally, there were  
**155 million**   
children under 5 years of age stunted,  
52 million wasted and 41 million overweight <sup>1</sup>

It is estimated that breastfeeding  
reduces the risk of overweight  
and obesity by about **10%**   
compared to formula  
feeding <sup>3</sup>

 In low- and medium-income countries,  
babies who were breastfed had a  
**21%** lower risk of death in  
their first year, compared  
with babies who were never breastfed <sup>2</sup>

More than **1.9 billion**   
adults (18 years and older) were overweight.  
Of these, over 650 million were obese <sup>1</sup>

1. Child malnutrition. (n.d.). Retrieved from <http://www.who.int/gho/child-malnutrition/en/>

2. Akst, J. (2015). Breast Milk and Obesity: A study links components of a mother's milk to her infant's growth. Retrieved from <https://www.the-scientist.com/>

3. Sankar, M. J. et al. (2015). Optimal breastfeeding practices and infant and child mortality: A systematic review and meta-analysis. *Acta Paediatrica*, 104, 3-13





# #WBW2018 focuses on:

2

Ensuring food  
security, even in  
times of crises



Breastfeeding is a climate-smart decision that helps ensure food security even in times of crisis. Protecting, promoting and supporting breastfeeding is crucial for health of our planet and its people.




Globally, **815 million** people are chronically food-insecure and malnourished and the vast majority (489 million) live in countries affected by conflict <sup>4</sup>

The global infant formula market is predicted to reach sales of almost

**\$70.6 billion**

by 2019 <sup>5</sup>



More than  **4000 litres** of water are needed to produce just 1 kg of infant formula powder <sup>6</sup>

**1%**

The quantity and quality of milk production is relatively unaffected by a woman's nutritional status, except in extremely malnourished women (only 1 percent of women) <sup>7</sup>

Globally, there were about **60 million** refugees and displaced populations many of whom are young children and women at risk of multiple forms of malnutrition, who can benefit from breastfeeding <sup>8</sup>



4. Food and Agriculture Organization of the United Nations. (n.d.). How close are we to #ZeroHunger? Retrieved from <http://www.fao.org/state-of-food-security-nutrition/en/>
5. Save the Children. (2018). *Don't push it. Why the formula milk industry must clean up its act.* Retrieved from <https://www.savethechildren.org.uk/content/dam/gb/reports/health/dont-push-it.pdf>
6. Linnecar, A. et al. (2014). *Formula for disaster. Weighing the Impact of Formula Feeding vs. Breastfeeding on Environment.* Retrieved from <http://ibfan.org/docs/FormulaForDisaster.pdf>
7. During disasters, breastfeeding's advantages shine. (n.d.). Retrieved from <https://www.enonline.net/breastfeedingadvantagesdisasters>
8. Nutrition in emergencies. (n.d.). Retrieved from [http://www.wpro.who.int/nutrition\\_wpr/nutrition\\_emergencies/en/](http://www.wpro.who.int/nutrition_wpr/nutrition_emergencies/en/)



<http://worldbreastfeedingweek.org>



**THE GLOBAL GOALS**  
For Sustainable Development



# #WBW2018 focuses on:

3

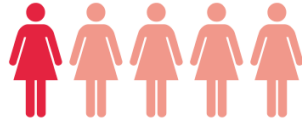
Breaking  
the cycle of  
poverty



Breastfeeding is the great equaliser that can help break the cycle of poverty and is the foundation of a country's development and future.



# 1 in 5 people



in developing regions still live on  
less than \$1.90 a day<sup>9</sup>



Breastfeeding is one of the best  
investments in global health.

**Every \$1 invested** in breastfeeding  
**generates \$35** in economic returns<sup>10</sup>

Shorter durations of breastfeeding  
for children were associated with a

## 2.6-point loss in IQ scores<sup>10</sup>



Not breastfeeding is associated with  
**economic losses of about  
\$302 billion** annually or 0.49%  
of world gross national income<sup>10</sup>



9. Poverty - United Nations Sustainable Development. (n.d.). Retrieved from <https://www.un.org/sustainabledevelopment/poverty/>

10. Nurturing the Health and Wealth of Nations: The Investment Case for Breastfeeding. <http://www.who.int/nutrition/publications/infantfeeding/global-bf-collective-investmentcase.pdf>



# Actions

Wherever you are, you can inform, anchor, engage and galvanise on breastfeeding as the foundation of life. Here are some actions for you to consider.

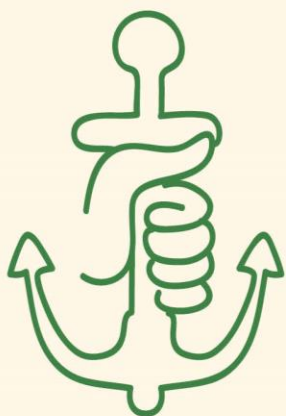




# INFORM

- Raise awareness of the risks and disadvantages of artificial feeding, especially in vulnerable populations.
- Inform others about the lifelong effects of optimal breastfeeding.
- Promote breastfeeding as a way of reducing the carbon footprint.
- Have conversations about the cost of not breastfeeding for households and countries.

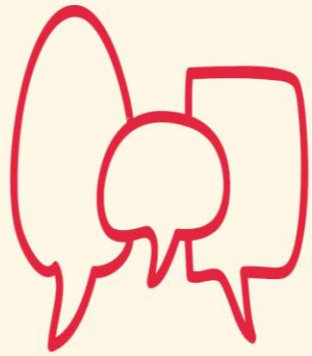




# ANCHOR

- Include the protection, promotion and support of exclusive breastfeeding in programmes to combat overweight and obesity.
- Advocate to ministries e.g. Ministry of Agriculture, that food security begins with ensuring optimal breastfeeding.
- Integrate breastfeeding into undergraduate and postgraduate curricula for all relevant professions.
- Integrate breastfeeding into programmes that address maternal, newborn, child, adolescent health and development.
- Ensure that the 2017 UN Operational Guidance on the Management of Infant and Young Child Feeding in Emergencies is applied in all emergency aid interventions.



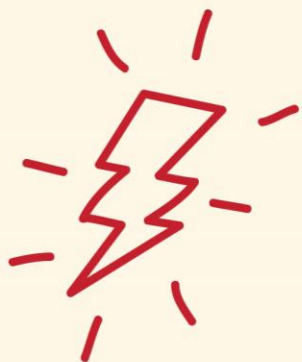


# ENGAGE

- Engage organisations that work on nutrition, hunger, food security, food aid, environment, climate change, and poverty reduction issues.
- Include young people in developing innovative approaches to bring about change.
- Involve men and other sources of familial support to share care and domestic responsibilities.
- Build the capacity of multidisciplinary teams of professionals and lay workers in breastfeeding to create a warm chain of support for mothers.







# GALVANISE

- Promote the implementation of the Baby-Friendly Hospital Initiative and community programmes that counsel and support breastfeeding mothers.
- Enact paid maternity and parental protection policies based on the ILO Maternity Protection Convention as a minimum standard.
- Fully implement and monitor the International Code of Marketing of Breastmilk Substitutes and relevant World Health Assembly resolutions.
- Monitor the environmental impact of the infant formula production, distribution and consumption chain.
- Advocate for greater investment in breastfeeding programmes at all levels.



Together we can work towards a healthier, more prosperous and sustainable future. Engage with us and amplify our voice for greater impact.

#WBW2018 #WABA #FoundationOfLife

#breastfeeding #SDGs #worldbreastfeedingweek2018