

# SUSTAINING BREASTFEEDING TOGETHER

## WABA | WORLD BREASTFEEDING WEEK

1-7  
**AUGUST**  
2017

WBW2017 celebrates working together for the common good, which produces sustainable results, greater than the sum of our individual efforts.

We learnt in WBW2016 how the protection, promotion and support for breastfeeding are a key to sustainable development.


We grouped the 17 SDGs into four Thematic Areas that relate to each other and to breastfeeding. These four groups help us to define our work in the context of the SDGs. From this year onwards, they will also help us find others to work with.


WBW 2017 will provide a platform for long-term collaboration. For further information, action ideas and toolkits, please visit [worldbreastfeedingweek.org](http://worldbreastfeedingweek.org) to plan for and measure successes for the years to come.

Many hands make light work and each of us has a part to play. Let us start!

## Objectives of WABA|World Breastfeeding Week 2017

  
**INFORM**  
Understand the importance of working together across the four Thematic Areas

  
**ANCHOR**  
Recognise your role and the difference you make within your area of work

  
**ENGAGE**  
Reach out to others to establish areas of common interest

  
**GALVANISE**  
Work together to achieve the SDGs by 2030

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](http://www.worldbreastfeedingweek.org) | WBW Archives: [www.worldbreastfeedingweek.net](http://www.worldbreastfeedingweek.net)  
WABA WORLD BREASTFEEDING WEEK (WBW) 1-7 August 2017

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's 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 (ECOSOC).

WABA, PO Box 1200 10850 Penang, Malaysia Tel: 60-4-658 4816 Fax: 60-4-657 2655  
Email: [wba@waba.org.my](mailto:wba@waba.org.my) | Web: [www.waba.org.my](http://www.waba.org.my) | WBW Archives: [www.worldbreastfeedingweek.net](http://www.worldbreastfeedingweek.net)

