The World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organizations 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. Its core partners are International Baby Food Action Network (IBFAN), La Leche League International (LLLI), International Lactation Consultant Association (ILCA), Wellstart International and Academy of Breastfeeding Medicine (ABM). 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).

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What do we want to accomplish this year?

- Encourage communities and health facilities to use new media technology to reach larger numbers of people with breastfeeding information and alert them about the conflicts of interest that may arise when entities which profit from selling or distributing products under the scope of the International Code of Marketing of Breastmilk Substitutes (Code) promote breastfeeding.

- Broaden the scope of breastfeeding advocacy to involve traditionally less interested parties (i.e. youth, men, family planning advocates).

- Develop and scale-up communication skills education in breastfeeding and health trainings and look for active participation from young people.

- Through networking, create and increase communication channels between different sectors so breastfeeding information and feedback can be accessed and enhanced.

- Encourage mentorship by breastfeeding experts for new advocates, and by experienced communicators for those newly entering the communication era, regardless of their age.

- Creatively explore, support, recognise, and implement innovative communications approaches and provide a space for people to develop their ideas.

PROTECTS, PROMOTES AND SUPPORTS BREASTFEEDING WORLDWIDE

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