

IT'S TIME TO ACT AFTER 10 YEARS GLOBAL STRATEGY AND 20 YEARS WBW!

20 years ago, the World Alliance for Breastfeeding Action (WABA) launched its first World Breastfeeding Week (WBW) campaign with the theme: "Baby-Friendly Hospital Initiative". So much has happened in these 20 years, it is time to celebrate but also to look back, understand what has happened and why. Then plan what more can be done to support all women to be able to optimally feed and care for their infants and young children.



TAKE ACTION NOW!

1. KNOW YOUR SITUATION

■ January to June 2012

Mobilise people and resources, and conduct national assessments, then create a report card of your country.

■ WBTi Countries

Many countries are already involved in the WBTi process; they can do repeat assessments and develop country report cards.

■ First time joining WBTi

Involve yourself, contact info@ibfanasia.org for this.

2. MOBILISE FOR CHANGE

August 2012

During the World Breastfeeding Week 2012 share the findings and country report cards with the governments, media other peoples groups and more widely.

3. JOIN 'WORLD BREASTFEEDING CONFERENCE' IN DECEMBER 2012

Be there at the World Breastfeeding Conference 2012 between **6 – 9 December** in Delhi India, which carries the theme "**Lets Protect Every Feeding Mother**".

Register early!

The World Breastfeeding Week 2012 provides a perfect opportunity to **ASSESS, ANALYSE & ACT!**

**Join the 20th WBW, and WBTi.
Understand the Past. Plan for the Future!**

To find out more look out for WABA's World Breastfeeding Week 2012 Action Folder.

For further information contact:



WABA Secretariat

PO Box 1200, 10850 Penang, Malaysia

T (60-4) 6584816

F (60-4) 6572655

E wbw@waba.org.my

WABA website: <http://www.waba.org.my/>

WBW website:

<http://www.worldbreastfeedingweek.org>

Past WBW website:

<http://worldbreastfeedingweek.net>



2012 Understanding the Past –
Planning the Future:
Celebrating 10 years of
WHO/UNICEF's Global Strategy
for Infant and Young Child Feeding

Objectives of WBW 2012



1. To recall what has happened in the past 20 years on infant and young child feeding (IYCF).
2. To celebrate successes and achievements nationally, regionally and globally and showcase national work at global level.
3. To assess the status of implementation of the Global Strategy for Infant and Young Child Feeding (GS).
4. To call for action to bridge the remaining gaps in policy and programmes on breastfeeding and IYCF.
5. To draw public attention on the state of policy and programmes on breastfeeding and IYCF.

What is the Global Strategy?

The World Health Organisation (WHO) and the United Nations Children's Fund (UNICEF) jointly developed and launched the Global Strategy for Infant and Young Child Feeding (GS) in 2002 reaffirming the four Innocenti targets set in 1995, and setting additional targets. The GS has identified a clear need for optimal infant feeding practices in reducing malnutrition as well as poverty. It is based on a human rights approach and calls for the development of comprehensive national policies on infant and young child feeding. It provides guidance on how to protect, promote and support exclusive breastfeeding for first six months, and

continued breastfeeding for two years or beyond together with adequate, appropriate and local complementary foods, starting from the age of six months.

How and Why we should monitor status of implementation of the Global Strategy?

In 2004 – 2005 the International Baby Food Action Network (IBFAN) one of WABA's core partners launched the World Breastfeeding Trends Initiative (WBTi) (<http://www.worldbreastfeedingtrends.org/>), to track, assess and monitor the implementation of the Global Strategy.

According to UNICEF's State of the World's Children Report 2011¹, 136.7 million babies are born worldwide and only 32.6 % of them are breastfed exclusively in the first six months. According to the WBTi assessment of 40 countries (<http://www.worldbreastfeedingtrends.org/countrylinks.php>), most of the 40 countries do not have an effective IYCF policy with an adequate budget for implementation. To be able to increase breastfeeding rates, it is important to assess policies and programmes and take action accordingly.

1. UNICEF's State of the World's Children Report 2011: http://www.unicef.org/publications/index_57468.html

2012 CALENDAR

JANUARY	FEBRUARY	MARCH
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5 6 7	1 2 3 4	1 2 3
8 9 10 11 12 13 14	5 6 7 8 9 10 11	4 5 6 7 8 9 10
15 16 17 18 19 20 21	12 13 14 15 16 17 18	11 12 13 14 15 16 17
22 23 24 25 26 27 28	19 20 21 22 23 24 25	18 19 20 21 22 23 24
29 30 31	26 27 28 29	25 26 27 28 29 30 31
APRIL	MAY	JUNE
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5 6 7	1 2 3 4 5	1 2
8 9 10 11 12 13 14	6 7 8 9 10 11 12	3 4 5 6 7 8 9
15 16 17 18 19 20 21	13 14 15 16 17 18 19	10 11 12 13 14 15 16
22 23 24 25 26 27 28	20 21 22 23 24 25 26	17 18 19 20 21 22 23
29 30	27 28 29 30 31	24 25 26 27 28 29 30
JULY	AUGUST*	SEPTEMBER
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5 6 7	1 2 3 4	30 1
8 9 10 11 12 13 14	5 6 7 8 9 10 11	2 3 4 5 6 7 8
15 16 17 18 19 20 21	12 13 14 15 16 17 18	9 10 11 12 13 14 15
22 23 24 25 26 27 28	19 20 21 22 23 24 25	16 17 18 19 20 21 22
29 30 31	26 27 28 29 30 31	23 24 25 26 27 28 29
OCTOBER	NOVEMBER	DECEMBER
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5 6	1 2 3	30 31 1
7 8 9 10 11 12 13	4 5 6 7 8 9 10	2 3 4 5 6 7 8
14 15 16 17 18 19 20	11 12 13 14 15 16 17	9 10 11 12 13 14 15
21 22 23 24 25 26 27	18 19 20 21 22 23 24	16 17 18 19 20 21 22
28 29 30 31	25 26 27 28 29 30	23 24 25 26 27 28 29