### WABA • World Breastfeeding Week • 1-7 August 2014

**12** 13 14 15 16 17 18

19 20 21 22 23 24 25

**26** 27 28 29 30 31

WBW theme responds to the latest countdown by asserting the importance of increasing and sustaining the protection, promotion and support of breastfeeding in the post 2015 agenda, and engaging as many groups, and people of various ages as possible.

Welcome to World Breastfeeding Week 2014!

world.

today's changing

of breastfeeding in

see the relevance

both genders to

young people of

interest among

Fo stimulate

2014 is also the year of the Football World Cup! Breastfeeding

provides good health and nutrition, both these are important for sports. So let us all score a goal or two - a breastfeeding goal- for life

and for sports!

n 1990 eight global goals, the Millennium Development Goals (MDGs), were set by governments and the United Nations to fight poverty and promote healthy and sustainable development in a comprehensive way by 2015. There are regular

"countdowns" to gauge progress in achieving the goals. This year's

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**23** 24 25 26 27 28 29

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14 15 16 17 18 19 20

28 29 30 31

Protect, Promote and Support breastfeeding: it is a vital, life-saving goal!

and IYCF.

breastfeeding

the key gaps in

made so far and

the progress

To showcase

LeoD gninniW adt gniroo2

**BREASTFEEDING:** 

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equipment and/or complementary foods that displace breastfeeding. WABA encourages all participants of World WABA does not accept sponsorship of any kind from companies producing breastmilk substitutes, related

2015 era.

Isoq oht ni bns soaM

intervention in the

breastfeeding as a key

promote and support

actions to protect,

of STEPPING UP to the importance To call attention

Wherever you are, progress can be made AND sustained. For this to happen you need to be prepared, set goals and targets, join forces and ACT!

**2014** 

**MBW 101** 

**Objectives** 

Breastfeeding Week to respect and follow this ethical stance.

2014 WBW site: www.worldbreastfeedingweek.org · Past WBWs site: www.worldbreastfeedingweek.net



child feeding (IYCF).

gnuoy bne tnefni bne

relate to breastfeeding

(MDGs), and how they

Development Goals

about the Millennium

To provide information

#### **BREASTFEEDING:**

# Scoring the Winning Goal for Life!

#### **WABA • World Breastfeeding Week • 1-7 August 2014**



#### How are BREASTFEEDING and the MDGs linked?

he Millennium Development Goals (MDGs) are meant to be achieved by 2015 – next year! Although much progress has taken place, there is still a lot of "unfinished business". Here are some examples: Poverty has gone down, but 1 in 8 people still go to bed hungry. Undernutrition affects about a quarter of all children globally. Overweight, the other form of malnutrition is becoming more common too.

In the last 2 decades, child mortality has decreased by about 40%, but still almost 7 million children under five die each year, mainly from preventable diseases. As the overall rate of underfive mortality has declined, the proportion of neonatal deaths (during the first month of life) comprises an increasing proportion of all child deaths.

Globally, maternal mortality has declined from 400 per 100,000 live births in 1990 to 210 in 2010, but fewer than half of women deliver in baby-friendly maternities.

By protecting, promoting and supporting breastfeeding, YOU can contribute to each of the MDGs in a substantial way. Exclusive breastfeeding and adequate complementary feeding are key interventions for improving child survival, potentially saving about 20% of children under five. Let's review how the UN's Scientific Committee on Nutrition illustrated how breastfeeding is linked to each of the Millennium Development Goals.

## Eradicate extreme poverty and hunger

Exclusive breastfeeding and continued breastfeeding for two years provide high quality energy and nutrients, and can help prevent hunger and malnutrition. Breastfeeding is a cost effective way of feeding babies and children. It is affordable for everyone and does not burden household budgets compared to artificial feeding.



### Achieve universal primary education

Breastfeeding and adequate complementary feeding are fundamentals for readiness to learn. Breastfeeding and good quality complementary foods significantly reduce the risk of stunting, and so enhances mental development and thus promote learning.

## Promote gender equality and empower women



Breastfeeding is the great equalizer, giving every child a fair start in life. Most differences in growth between sexes begin as complementary foods are added into the diet, and gender preference begins to act on feeding decisions. Breastfeeding is uniquely a right of women, and should be supported by society, for example via maternity protection laws.



## Reduce child mortality

Infant mortality could be readily reduced by about 13% with improved breastfeeding practices alone, and 6% with improved complementary feeding. In addition, about 50-60% of under-5 mortality is secondary to malnutrition, largely caused by inadequate complementary feeding following on from poor breastfeeding practices.



#### Improve maternal health

Breastfeeding is associated with decreased maternal postpartum blood loss, decreased breast cancer, ovarian cancer, endometrial cancer, and osteoporosis.

Breastfeeding also contributes to increasing birth intervals, reducing the risks of pregnancies too close together.

#### Combat HIV/AIDS, malaria and other diseases



Exclusive breastfeeding together with antiretroviral therapy for mothers and babies can reduce the transmission of HIV from mother to child to a very low level.



Breastfeeding is linked to less milk industry waste, pharmaceutical waste, plastic and aluminium waste, and reduced use of firewood and fossil fuels.

## Develop a global partnership for development

The Global Strategy for Infant and Young Child Feeding fosters multi-sectoral collaboration, and can build upon various partnerships for support of development through breastfeeding and complementary feeding programs.



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 Core Partners are the Academy of Breastfeeding Medicine (ABM), International Baby Food Action Network (IBFAN International Lactation Consultant Association (ILCA), La Leche League International (LLLI), 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.

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