

# Welcome to WABA World Breastfeeding Week 2014!



The World Alliance for Breastfeeding Action (WABA) is pleased to announce that the slogan for WBW 2014 is: **BREASTFEEDING: A Winning Goal - for Life!**

The theme asserts the importance of increasing and sustaining the protection, promotion and support of breastfeeding - in the Millennium Development Goals (MDGs) countdown, and beyond.

In 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.

This year's World Breastfeeding Week (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. 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! 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!

***Protect, Promote and Support Breastfeeding: it is a Vital, Life-Saving Goal!***

## What you can do!

- 1) Check out our Website: <http://www.worldbreastfeedingweek.org/> - a one stop centre for information on the theme, and materials you can download and use.
- 2) Share information on World Breastfeeding Week (WBW) 2014 with your family, friends, colleagues, in your workplaces, with local authorities etc.
- 3) JOIN the WBW 2014 Photo Contest! See the WBW 2014 Website for the Photo Contest Form (<http://www.worldbreastfeedingweek.org/>). Ten winning photos related to this year's theme will be selected, and contributors whose photos are featured in the WBW Action Folders, Posters and Banners will be awarded US\$100 for each published photo.
- 4) Celebrate World Breastfeeding Week this year by organising an event in your locality, or join a WBW 2014 event in your area. If you do organise an event, please let us know by making a PLEDGE for your event, which will be noted on our special Pledge Map on the WBW 2014 website. See the simple Pledge Form on the WBW 2014 Website (<http://www.worldbreastfeedingweek.org/>)
- 5) Once you have organised your event, don't forget to send us your report (a report guide will be provided), and in return we will send you a specially created WBW 2014 Certificate acknowledging your wonderful efforts!

For more information contact: Jennifer Mourin, International WBW Coordinator.  
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**Thank You!** *This year WABA celebrates the 22nd year of our flagship World Breastfeeding Week! We would like to thank all those who have joined the growing number of people from all over the world, including people's organisations and groups, NGOs, government agencies and UN agencies for coming together to highlight critical issues raised during WBW. **Every year millions are mobilised to take action to Protect, Promote and Support Breastfeeding – so let's keep the momentum going!***



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