Objectives of WABA World Breastfeeding Week 2015

1. **Galvanise** multi-dimensional support from all sectors to enable women everywhere to work and breastfeed.

2. **Promote** actions by employers to become Family/Parent/Baby and Mother-Friendly, and to actively facilitate and support employed women to continue breastfeeding.

3. **Inform** people about the latest in global Maternity Protection entitlements, and raise awareness of the need to strengthen related national legislation and implementation.

4. **Strengthen** support for breastfeeding and work policies in the formal sector.

5. **Engage** with target groups e.g. with Trade Unions, Workers Rights Organisations, Women’s groups and Youth groups, to protect the breastfeeding rights of women in the workplace.

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 (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 (ECOSOC).

**WBW 2015**

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**WBW 2015 site**: www.worldbreastfeedingweek.org  ·  **WBW Archives**: www.worldbreastfeedingweek.net

**WBW 2015:** Let’s make it work!
The WBW 2015 theme on working women and breastfeeding revisits the 1993 WBW campaign on the Mother-Friendly Workplace Initiative. Much has been achieved in 22 years of global action supporting women in combining breastfeeding and work, particularly the adoption of the revised ILO Convention 183 on Maternity Protection with much stronger maternity entitlements, and more coarser actions on improving maternal and infant practices. At the workplace level, we have also seen more actions taken to set up breastfeeding or mother-friendly workplaces including awards for breastfeeding-friendly employers, as well as greater mass awareness on working women’s rights to breastfeed. Yet, after over two decades, global action on infant and young child feeding progress shows that this Fourth Innocenti Declaration (1993) target is still the most difficult to meet!

With the WBW 2015 campaign WABA and its partners at global, regional and national levels aim to empower and support ALL women, working in both the formal and informal sectors, to adequately combine work with child-rearing, particularly breastfeeding. We define work in its broadest form from paid employment, self-employment, seasonal and contract work to unpaid home and care work.

Various strategies exist to support women working in your country or community from long-term actions to short-term actions. Here are a few ideas to kick off your WBW 2015 planning process:

**Maternity Protection (MP) Legislation & Practices (Long-Term)**

- Update yourself on the status of MP in your country.
- Link with potential partners who work on issues relating to working women and gender equality in your country - including trade unions, worker’s groups, women’s organisations - to galvanise action for better Maternity Protection.
- Check out the ‘Nine Steps to a Successful Maternity Protection Campaign’: Step 1 - Review your resources; Step 2 - Assess the national situation; Step 3 - Form an action group; Step 4 - Do an in-depth national assessment; Step 5 - Work with our key partner e.g. the trade union; Step 6 - Develop a plan of action; Step 7 - Carry out the plan of action; Step 8 - Monitor and evaluate the work accomplished; Step 9 - Follow up and reporting on actions. See more here: www.waba.org.my/whatwedo/womenandwork/pdf/06a.pdf

**Workplace Breastfeeding Support Programmes (Short-Term)**

- Cooperate with more employers to create breastfeeding friendly rooms or corners/spaces at the workplace.
- Set up a Breastfeeding or Family/Parent-Friendly award system for supportive employers to motivate more employers to implement breastfeeding-friendly practices!
- Ensure that hospitals and health care centres/clinics are also mother-friendly workplaces.

**Elements of Support**

Whether you are claiming your right to breastfeed, or campaigning to support women to work and breastfeed, there are three necessary factors that determine success: **TIME, SPACE and SUPPORT.** All three factors are needed for women in any kind of work setting.

**SPACE/PROXIMITY**

1. Infants and child-care at or near the workplace, and transportation for mothers to be with their babies. For rural work sites and seasonal work, women can use mobile child-care units or shared child-care and well nursing arrangements according to accepted cultural practices.
2. Private facilities for expressing and storing breastmilk. It can be a breastfeeding room, a corner or any safe space at or near the workplace.
3. A clean work environment safe from hazardous waste and chemicals.

**TIME**

1. Six months paid maternity leave post-natally to support exclusive breastfeeding. And, adequate paid leave prenatally. Where leave is shorter, women need means to extend their leave period so that they can be with their babies, combining fully paid, unpaid or some other form of leave.
2. Additional paid leave for mothers of premature or other vulnerable infants who may need extra time for special care, and to express and provide life-saving human milk for their babies.
3. One or more paid breastfeeding breaks or a daily reduction of hours of work to breastfeed her child.
4. Flexible work hours to breastfeed or to express breastmilk such as part-time work schedules, longer lunch and other breaks, job sharing or any such feasible arrangement.

**SUPPORT**

1. Information about national maternity laws and benefits – as well as maternity provisions provided at their workplace or sector-wide – which may be better than national laws and practices.
2. Support from employers, management, supervisors and co-workers in terms of positive attitudes towards breastfeeding and work, and work-life balance practices.
3. Information about women’s health during pregnancy and lactation in order to be better able to combine breastfeeding with child care needs.
4. Support from worker’s or trade unions either from their own work sector or the larger national unions.
5. Job security and non-discrimination on the grounds of maternity and breastfeeding.

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