



Come Join us to celebrate World Breastfeeding Week 2015!

The World Alliance for Breastfeeding Action (WABA) is pleased to announce that the slogan for WBW 2015 is:
BREASTFEEDING AND WORK: LET'S MAKE IT WORK!

This year marks the 25th Anniversary of the Innocenti Declaration 1990 which has been a landmark guiding document for improving breastfeeding practices worldwide.

Four targets were adopted, with the fourth target aiming *“to enact imaginative legislation protecting the breastfeeding rights of working women and establish means for its enforcement,”* still needing much more attention after over 20 years.

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 country actions on improving national laws and practices. Yet, after over 20 years, global monitoring on infant and young child feeding progress shows that the fourth Innocenti 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.

What you can do!

- 1) **Visit Our Website:** <http://www.worldbreastfeedingweek.org/> - a one stop centre for information on the theme, and materials you can download for use.
- 2) **Share information on World Breastfeeding Week (WBW) 2015** with your family, friends, colleagues, in your workplaces, with local authorities etc.
- 3) **JOIN the WBW 2015 Photo Contest!** See the WBW 2015 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 2015 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 2015 website. See the simple Pledge Form on the WBW 2015 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 2015 Certificate** acknowledging your wonderful efforts!

For more information contact: Jennifer Mourin, WABA WBW Global Coordinator.
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Let's work together to make BREASTFEEDING AND WORK – *WORK!*
Thank You!