



Concept Note for

## World Breastfeeding Week 2020 Seed Grant Program

### Introduction

The [World Breastfeeding Week \(WBW\)](#) has been celebrated since 1992 and coordinated annually by the [World Alliance for Breastfeeding Action \(WABA\)](#). WBW is an important opportunity to communicate the importance of breastfeeding and advocate for the protection, promotion and support of breastfeeding everywhere. Each year, WBW highlights different aspects of breastfeeding on a particular theme. WBW2020's slogan "[Support breastfeeding for a healthier planet](#)" focusses on the positive impact of breastfeeding towards planetary health.

Breastfeeding is sustainable, ecological and good for human health. However, globally only [about 40% of all babies born annually are exclusively breastfed](#) until six months of age and only 45% continue any breastfeeding for up to two years. Much work needs to be done to improve the slow progress in improving breastfeeding rates globally to reach the global target of [at least 70% exclusive breastfeeding by 2030](#).

WABA's [Seed Grant program](#) aims to involve a range of stakeholders and focus on attainable results to improve breastfeeding. Small seed grants are awarded to grassroots organisations to take inspiring and innovative local actions that are replicable and scalable. WABA is pleased to announce the WBW 2020 Seed Grant program. A few seed grants of up to USD1,000.00 will be awarded to organise local activities that relate to the WBW2020 theme and key actions.

### Objectives

1. Incentivise impactful activities aligned with WBW2020 theme and actions.
2. Involve a range of stakeholders with a focus on low- to middle-income countries.
3. Develop innovative best practice models that can be replicated in other settings.

## Possible actions

Listed below are some key actions from the [WBW2020 Action Folder](#) that you may choose from for your seed grant project.

- a. Raise awareness among decision-makers to recognise the contribution of breastfeeding to food security and environmental sustainability.
- b. Inform communities about the impact of formula feeding on the environment using a variety of communication techniques.
- c. Engage school children, students, youth, journalists and social media influencers to spread awareness of the importance of breastfeeding for planetary health.
- d. Advocate for all pregnant women and parents with young children to have access to skilled breastfeeding counselling from health facilities and peer counsellors.
- e. Empower community groups to be able to provide basic breastfeeding counselling and other forms of support close to women/parents.
- f. Involve fathers/partners and family support to share domestic responsibilities, and care for the breastfeeding dyad.
- g. Inform all health workers, community groups, and the public about the breastfeeding national- and community preparedness for disaster/emergency plans.
- h. Reinforce support for breastfeeding families that targets all members of the family and the community by developing appropriate and consistent communication messages.
- i. Emphasize hand expression of breastmilk, appropriate use of breastpumps where safe, correct breastmilk storage and preparation, cup feeding, techniques to maintain breastmilk supply, relactation and wet nursing.

## Important information

A seed grant project should be developed to achieve one or more of the above actions. Only registered organisations/groups are eligible to apply for a seed grant. Low and middle-income countries/vulnerable populations will be prioritised. The project implementation period is a maximum of three (3) months with an additional one month reporting period. The project implementation period is between July 2020 to December 2020. An evaluation of the seed grant projects may be conducted by WABA upon project completion. The amount for each seed grant will be USD 1,000 per project.

## Application procedure

1. Read and refer to the [WBW2020 Seed Grant Program concept note](#) and [WBW2020 Action Folder](#).
2. [Pledge your event](#) on the WBW2020 website and fill the WBW2020 seed grant [application form](#).
3. Shortlisted organisations will be invited to submit a full project proposal.
4. Proposals will be assessed by a panel of experts, and successful applications will be announced mid-July 2020.

## Assessment criteria

Project applications will be assessed competitively using the following criteria:

- Have a clear and attainable plan of action with a justifiable budget.
- Have a clear strategy to engage environmental/climate action groups and youth audiences in addition to the relevant stakeholders.
- Demonstrate innovative and creative ideas for physical or online activities to engage target audiences.
- Exhibit potential for sustainability and adaptability to other settings.

## Program timeframe

22 May 2020	– Announcement
25 June 2020	– Deadline for online application
3 July 2020	– Announcement of shortlisted applicants
17 July 2020	– Deadline for submission of proposals for shortlisted applicants
24 July 2020	– Selection and announcement of WBW2020 Seed Grant recipients
Aug - Dec 2020	– Implementation of WBW2020 Seed Grant Projects
Oct 2020 -Jan 2021	– Reporting
Nov 2020 - Jan 2021	– Evaluation

For further information, contact [thina@waba.org.my](mailto:thina@waba.org.my).

## WABA funding policy

WABA does not accept funds or gifts from manufacturers or distributors of breastmilk substitutes, related equipment such as feeding bottles and teats and/or complementary foods. WABA encourages all participants of World Breastfeeding Week to respect and follow this ethical stance.