



## Concept Note for World Breastfeeding Week 2021 Seed Grant Programme

### Introduction

World Breastfeeding Week (WBW) is an essential avenue to champion breastfeeding right and create awareness on current issues relating to breastfeeding. Since its inception in 1992, [WBW](#) and its themes have been celebrated globally. Since 2016, WBW themes have been aligned to the UN 2030 [Sustainable Development Goals](#) to highlight the importance of improving breastfeeding practices to achieve a sustainable and equal future and leaving no one behind. [WBW2021](#) showcases evidence on the need to involve all levels of society in a public health approach to protect and support breastfeeding. The theme of WBW2021 “Protect breastfeeding: a shared responsibility” calls upon all levels of society to work together in creating a warm chain of support for the breastfeeding dyads.

[The International Code of Marketing of Breastmilk Substitutes and its subsequent resolutions \(the Code\)](#) is an important tool to protect and support breastfeeding. The Code aims to eliminate the inappropriate and harmful marketing of infant formula, bottles and teats. 2021 is the 40th anniversary of the Code. Countries must [implement, monitor and enforce](#) the Code and advocates must rally to ensure the governments take the necessary steps.

The WABA WBW Seed Grant program started in 2018 and aims to amplify each year’s WBW theme at the grassroot level. WABA is pleased to announce the WBW2021 Seed Grant program. The program provides a small fund for organisations to conduct a seed project that will evolve to sustainable, replicable, scalable and impactful activities. The program involves a range of stakeholders and focuses on attainable results to improve breastfeeding practices. In accordance with the WBW2021 theme, few seed grants of up to USD1,000.00 will be awarded to organise local activities that relate to possible actions to celebrate and take actions based on the Code locally as listed below.

### Objectives

1. Incentivise impactful activities aligned with WBW2021 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 WBW2021 Action Folder that you may choose from for your seed grant project.

1. Advocate to the government to implement, monitor and strengthen enforcement of the national Code legislation.
2. Encourage health systems and workplaces to become breastfeeding-friendly and Code compliant.
3. Create a user-friendly effective system to report Code violations and encourage the local community to report violations to the relevant authorities.
4. Raise awareness among community breastfeeding groups and the public on the Code and how to monitor it.
5. If you have any other ideas for actions related to the WBW 2021 theme you may propose them.

### 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 September 2021 to November 2021. 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 WBW2021 Seed Grant Program concept note and [WBW2021 Action Folder](#).
2. [Pledge your event](#) on the WBW2021 website and fill the [WBW2021 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 early September 2021.

### Assessment criteria

Project applications will be assessed competitively using the following criteria:

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

### Programme timeframe

2 August 2021	– Announcement
14 August 2021	– Deadline for online application
20 August 2021	– Announcement of shortlisted applicants
27 August 2021	– Deadline for submission of proposals for shortlisted applicants
2 September 2021	– Selection and announcement of WBW2021 Seed Grant recipients
Sept - Nov 2021	– Implementation of WBW2021 Seed Grant Projects
Nov - Dec 2021	– Reporting
Dec 2021 - Jan 2022	– 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.