

The Excitement is Building for WABA World Breastfeeding Week 2014!



We are a few days away from World Breastfeeding Week 2014 taking place between Aug1-7, and the World Alliance for Breastfeeding Action (WABA) is pleased update you on various resources we have made available for your use.

As you know, the slogan for WBW 2014 is:

BREASTFEEDING: A Winning Goal - for Life!

This year's theme asserts the importance of increasing and sustaining the protection, promotion and support of breastfeeding - in the Millennium Development Goals (MDGs) countdown, and beyond. Breastfeeding is linked to all the MDGs!

WHAT YOU CAN DO!

1) If you are organising an event to celebrate World Breastfeeding Week 2014, please let WABA know by making a **PLEDGE for your event**. Download and fill the simple **Pledge Form**: <http://www.worldbreastfeedingweek.org/downloads.shtml#pledgeform>

Then email it to WABA, so we can put it on the **Pledge Map** on the WBW 2014 website: <http://www.worldbreastfeedingweek.org/pledges.shtml>

Remember to SHARE this information with your friends who are organising events too!

2) Join the World Breastfeeding Week 2014 page on Facebook, See: https://www.facebook.com/pages/WABA-World-Breastfeeding-Week/252424138273454?ref_type=bookmark

3) Get your copy of the English language **WBW 2014 Action Folder** (produced by WABA). Download it for free from: <http://www.worldbreastfeedingweek.org/downloads.shtml>

Note that the WBW 2014 Action Folder has also been translated into Spanish, French, Brazilian Portuguese, Portuguese Lusophone, Arabic, and adapted into Telugu – available on the [Downloads section](#). Also available for download are the WBW 2014 Logos (in English, French, Spanish, Portuguese, Ukrainian, and Dutch); and the WBW Poster is available in English, Arabic, French and Spanish.

4) See the **Letter of Support from UNICEF Executive Director Anthony Lake** on the occasion of World Breastfeeding Week 2014 here: <http://www.worldbreastfeedingweek.org/pdf/wbw2014-los-unicef-ed.pdf>

5) See the **WABA WBW 2014 Press Release** here: <http://www.worldbreastfeedingweek.org/pdf/wbw2014-pr.pdf>

6) Share information on World Breastfeeding Week (WBW) 2014 with your family, friends, colleagues, in your workplaces, with local authorities etc.

7) 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.

**WABA calls on all celebrants of WBW to
Protect, Promote and Support Breastfeeding!**

Please note: WABA does not accept sponsorship of any kind from companies producing breastmilk substitutes, related equipment and complementary foods. WABA encourages all participants of World Breastfeeding Week to respect and follow this ethical stance.

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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 we celebrate 22 years of World Breastfeeding Week, and this year's 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. 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!

About WABA

The World Alliance for Breastfeeding Action (WABA) is 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 Core Partners are the Academy of Breastfeeding Medicine (ABM), International Baby Food Action Network (IBFAN), International Lactation Consultant Association (ILCA), La Leche League International (LLL), 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. This year WABA celebrates the 22nd year of coordinating World Breastfeeding Week.

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