

**Celebrating the 23rd year of World  
Breastfeeding Week (WBW)**

**by World Alliance for Breastfeeding Action (WABA)**

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# World Breastfeeding Week - Brief History



At the first meeting of WABA in 1991, founder Anwar Fazal (pictured right) proposed that WABA have one unique unifying social mobilisation event that can build solidarity and action.

He suggested holding a World Breastfeeding Day. After discussions with Janet Nelson and her team at UNICEF it was agreed that a full week would be more practical and effective. **World Breastfeeding Week (WBW) was born!**





# World Breastfeeding Week - Brief History & Process



- First celebrated in 1992, **WBW** is now celebrated every 1-7 August to commemorate **Innocenti, GSIYCF**, contemporary and important emerging issues related to breastfeeding.
  - Overall coordination of **WBW** is done at the **WABA Secretariat in Penang, Malaysia** - including theme and slogan selection; identifying key-writers and review team; preparation and distribution of **WBW** materials e.g **poster, action folder (in several languages) etc.**
  - These advocacy materials aim to **stimulate action** among local groups, governments, UN and other agencies and organisations for their own **WBW** activities in their area/country.
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# World Breastfeeding Week (WBW)



- 23 Years of WBW campaigns
- Celebrated in over 170 countries
- Endorsed by WHO, UNICEF & other UN agencies
- Unites breastfeeding advocates, governments & UN to act on the Innocenti Declaration targets & more
- A people's event with a diversity of activities and actors



Costa Rica



제5회 건강한 모유수유아 선발대회  
일시: 1999.8.6일 장소: 더웨호텔 그랜드홀룸 주최: 시안결연 대한간호협회, 유니세프한국위원회 후원: 보건복지부



Korea

Indonesia



India





# World Breastfeeding Week - 1992 to 1995



## A look back via Action Folders

### THE BABY-FRIENDLY HOSPITAL INITIATIVE ACTION FOLDER

**WHAT YOU CAN DO TO ASSURE YOUR NEIGHBOURHOOD HOSPITAL OR HEALTH FACILITY IS "BABY-FRIENDLY!"**



#### CONTAINED IN THIS FOLDER:

Information about the Baby-Friendly Hospital Initiative; Baby-Friendly Hospital Surveys; World Breastfeeding Week; Action Ideas; The global importance of breastfeeding; Ten Steps to Successful Breastfeeding; poster; Useful addresses for more information.

Baby-friendly hospitals create an environment which supports women in their desire to breastfeed. Staff at baby-friendly facilities provide assistance to breastfeeding mothers and implement policies which support the breastfeeding relationship. The global standard for maternity services, which is now defined as baby-friendly care, was published in 1989 by the World Health Organisation (WHO) and the United Nations Children's Fund (UNICEF) in a joint statement entitled *Protecting, Promoting and Supporting Breastfeeding: The Special Role of Maternity Services*.

The Baby-Friendly Hospital Initiative was launched by UNICEF and WHO with the cooperation of other international non-governmental organisations. Baby-friendly certification recognizes hospitals which implement all of the Ten Steps to Successful Breastfeeding. Such recognition is a goal and incentive for hospitals which need to revise their current policies and practices.

You have a unique opportunity to join the Baby-Friendly Hospital Initiative by taking action which urges government participation in the implementation of the International Code of Marketing of Breast-milk Substitutes, ensures hospital participation in the campaign and addresses the importance of breastfeeding for the health of the world's children on 1-7 August, WORLD BREASTFEEDING WEEK.

## Women, work and breastfeeding: Everybody benefits!

THE MOTHER-FRIENDLY WORKPLACE INITIATIVE ACTION FOLDER



This folder contains information on:

- How to successfully combine work and breastfeeding
- Why working women should breastfeed when they return to paid work
- Reasons women are breastfeeding in the workplace
- Challenges to breastfeeding in the workplace
- Steps to creating mother-friendly workplaces
- Action ideas and resources

WORLD BREASTFEEDING WEEK, 1-7 August, offers an opportunity for people worldwide to join together in celebration and action in support of breastfeeding. In 1992, the World Alliance for Breastfeeding Action (WABA) launched the first World Breastfeeding Week (WBW) on the theme of the Baby-Friendly Hospital Initiative. Over 40 countries recognized the importance of breastfeeding, and many have established baby-friendly hospitals.

This year World Breastfeeding Week focuses on enabling working women to breastfeed. According to the latest UNICEF survey, breastfeeding rates that are lowest are found in women who are employed in the formal sector. This reflects a situation where women are breastfed while receiving appropriate and adequate complementary feeds for up to two years of age or beyond.

Every mother is a working woman. It is a realistic challenge to enable working women to practise optimal breastfeeding. The goals of WBW 1993 are to:

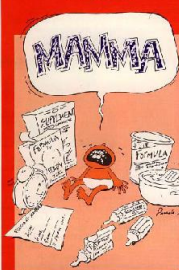
- Enable women to breastfeed with confidence by increasing their knowledge of optimal breastfeeding and of their maternity-related choices.
- Ensure that national legislation protects the global working women to breastfeed in any situation in any country as possible.
- Increase public awareness of the benefits of combining work and breastfeeding, we need new ways to advocate for maternity entitlements which support women workers who breastfeed.
- Foster the establishment of Mother-Friendly Workplaces everywhere.
- Protect national practices which support the breastfeeding mother working at or away from home.

Make these your goals! Breastfeeding thrives in family-friendly, culturally sensitive environments. To make these changes necessary for long-term social transformation, we need new ways of thinking about work and families. In many countries, work is seen first as a male perspective and second only if it produces a cash income. When mothers return to work, it is often to support their children's education. However, when women also work for a cash income, their work also does accommodate unpaid reproductive work, including pregnancy, breastfeeding and child care. When working women who want to breastfeed give up the ideal of optimal breastfeeding, and return to partial, reduced, or other breastfeeding.

Current national women's empowerment programmes and other national initiatives are not representative of the needs of the South's working women. Such an approach would acknowledge pregnancy, breastfeeding and child care as socially recognized and productive work, and recognize the social support necessary for optimal breast-feeding. Men also have the responsibility to provide this support in the home and the workplace.

With maternity leave, affordable child care and access to infant day care, working women can successfully integrate productive and reproductive work. Children, women, families and employees all benefit from this health-promoting, responsive, nurturing approach to child care.

## Protect Breastfeeding: Making the Code Work



The International Code of Marketing of Breast-milk Substitutes is the basis for World Breastfeeding Week 1994. The past two weeks are to:

- raise awareness about the International Code, its purpose and its potential;
- reinforce the role of the national target groups (regulations, national laws and regulations, using the Code as a model);
- stimulate public interest groups, professional groups and the general public to monitor and control use of the Code.

Every day, as many as 4,000 infants and young children die because they are not breastfed. Why does this daily tragedy continue? According to James Grant, UNICEF's Executive Director, it is because their mothers are not empowered with enough knowledge about breastfeeding and do not receive enough motivation and support. A big part of the blame for the lack of knowledge, motivation and support lies with the competition to breastmilk, the world market marketing of breastmilk substitutes and other products for infant feeding.

Over many years, companies have invented clever slogans, advertising, free samples or supplies, and all kinds of appealing offers to persuade mothers and health workers that while breast is best, bottle-feeding is at least as good as breastfeeding. Today, as breast milk breastfeeding, are being undermined, parents and health workers all over the world are seeking the steps to sequences of allowing commercial interests to interfere with infant-feeding practices.

The International Code of Marketing of Breast-milk Substitutes, adopted by the World Health Assembly in 1981, is a tool to protect breast-feeding. However, to be effective it must be made to work in each country. The *Protect and Promote* resolutions call on all governments to implement the International Code and to ratify and maintain it. The World Health Assembly in 1995, the Declaration was adopted at a meeting of baby-friendly policy makers from many countries in Florence, Italy, Aug. 1995.

Each year, World Breastfeeding Week takes up an important theme to "do" protect and support breast-feeding. This year the Week focuses on ways to protect breastfeeding by eliminating advertising and other harmful marketing practices for infant feeding products.

#### Marketing targets women!

- *Do you ever make outdoor or indoor trips in the woods of a forest or field, with protection of breast-fed babies or breast-feeding mothers and a company of friends or dogs?*
- *When you walk your car, did you receive a free sample of infant formula?*
- *When your baby goes to school in the hospital even before you had a chance to start breast-feeding?*
- *Did you receive a coupon or before-hand sample in the mail? Were you given a free sample to please for public or infant formula?*
- *Did you receive a booklet or a video from an infant formula company that explained all about breast-feeding?*

There are only a few of the marketing methods infant food companies use to tempt mothers to use their products. You may be surprised about the breastfeeding booklet all companies today "give" they support the industry. But do they? Many people believe what is printed without realizing that there is hidden persuasion inside the booklet.

*Breastfeeding:*

# EMPOWERING WOMEN

Support women to breastfeed. Breastfeeding is a woman's right!

In September 1995, the 4th United Nations World Conference on Women takes place in Beijing, China. Governments, non-governmental organizations and individuals will take this opportunity to call for the advancement of women worldwide.

This major world conference inspired the World Alliance for Breastfeeding Action (WABA) to choose *Breastfeeding: Empowering Women* as the theme for World Breastfeeding Week (WBW) 1995. WBW is celebrated every year, from 1 to 7 August throughout the world.

Breastfeeding is a woman's right. Women who choose to breastfeed their babies but face obstacles such as lack of maternity leave, inadequate support from family, health workers and employers, inappropriate hospital practices, bad work conditions, inappropriate laws, the infant food industry and cultural taboos are denied their rights. Obstacles that block a woman's ability to breastfeed must be removed.

Once a woman establishes breastfeeding, the practice can be empowering and contribute to gender equality. Conditions necessary for the successful nursing, including breastfeeding, are also conditions which reduce the subordination of women by challenging negative images of women and by enhancing the value of women's reproductive work.

To breastfeed is to be in control of your own body. It is also a challenge to the medication of infant feeding and to the interests of the baby food industry that promotes artificial milk and bottle-feeding.

WBW is an opportunity to formally recognize breastfeeding as a Women's Issue. During this WBW, let us work to remove obstacles women face and show how breastfeeding can be an act of strength, power and pleasure for women.

Let women see in breastfeeding a path towards confirming their own special power.

*Breastfeeding is best for women, babies, families, nations, and for the world.*

*It is natural, economical and ecological. Breastfeeding is a woman's right. To be breastfed is a baby's right.*



# World Breastfeeding Week - 1996 to 1999



## ➤ A look back via Action Folders

### Breastfeeding: A Community Responsibility

A WOMAN'S CHOICE about how best to feed her child is a personal one. However, as no woman lives in total isolation, her decision is influenced by many factors. Family members, health workers, the media, religious institutions, social traditions, the work place and her own education can all have a bearing on her decision to breastfeed - as well as her ability to continue breastfeeding for the optimal length of time.

Every woman should be able to count on full support from others around her to enable her to initiate and sustain breastfeeding. It is the responsibility of the entire community to see that the best possible nutrition and health is available to all of its members, beginning with its youngest.

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Community is the socially reality - in the family, neighbourhood, at work, and to the town. People all around join to support the breastfeeding mother. Your community can be a vehicle for change.

Women feel supported when the community welcomes them to breastfeed in public, provides help to overcome difficulties, offers facilities to breastfeed at the work place, and when health professionals take an ethical stand against the promotion of breastmilk substitutes and use their influence to support women to breastfeed.

The theme for World Breastfeeding Week 1996, *Breastfeeding: A Community Responsibility* provides an opportunity for us all to evaluate our own communities and the attitudes expressed, to see if we are indeed supportive of breastfeeding.

In this action folder, designed to give you some real ideas about WBAW activities that you can organize in your own community, we will explore the Triple-A model for advocacy:

- ASSESSMENT
- ANALYSIS
- ACTION

WBAW 97 activities a community responsibility  
WBAW 98 activities a community responsibility  
WBAW 99 activities a community responsibility

Integrating the spiritual dimensions of a community on breastfeeding. World Breastfeeding Week 1999 activities: promoting, public and private initiatives, developing and the media in research, practice and support (United Nations).

### Breastfeeding: Nature's Way

The World Alliance for Breastfeeding Action (WABA) has chosen the theme "Breastfeeding: Nature's Way" for World Breastfeeding Week (WBAW) 1997:

- to celebrate women's capacity to sustain life;
- to cherish the life-giving benefits of breastmilk, and
- to recognize breastfeeding as the most ecological food system.

WBAW 97 aims to raise public awareness of the environmental benefits of breastfeeding and show the ecologically damaging effects of formula feeding. It also calls for cooperation with environmental groups to ensure that governments and communities worldwide support ecologically sound practices.

As trees turn to the sun, babies turn to their mother's breast. Such is nature's way...

There are many positive reasons for women to breastfeed their babies: breastmilk is the best and most nutritious food, protecting them from illness and ensuring their healthy physical and psychological development.

For mothers, breastfeeding provides such health benefits as reducing the risk of breast and ovarian cancer, reducing post-partum bleeding and iron deficiency anaemia, and is a natural means of spacing children by delaying ovulation.

Breastfeeding also empowers women by increasing their self-confidence in their capacity to nourish and protect as well as nurture their babies and by decreasing their dependence on commercial products.

Breastfeeding benefits all sectors of society economically, ecologically and socially. However, over the last decade, women's self-confidence in their capacity to nourish their infants has been undermined by many factors, including the aggressive marketing tactics of the artificial baby milk or infant formula industry and a lack of social support.

Millions of babies fall ill every year because they are not breastfed. The World Health Organization (WHO) estimates that more than 1.5 million infant deaths could be avoided every year if all babies were breastfed.

It is vital to increase our efforts to support, protect and promote breastfeeding. All sectors of society need to learn about the advantages of breastfeeding and how they can each in their own way support mothers to breastfeed.

All women should have access to information and support in order to make truly informed choices about these natural rights.

Let us use the occasion of World Breastfeeding Week 1997 to work with our partners from around the world to restore a breastfeeding culture - a culture that respects mother earth, appreciates her bounty, honours her woman's gift of life and adheres to nature's way.

WABA 97

The breastfeeding culture is a culture of peace, balance and harmony. It involves trusteeship and global responsibility towards our young, and seeks accountability from governments and various spiritual traditions to support families in nurturing children.

Almost all great world religions recognize breastfeeding as essential for nurturing the young, and respect women's role in doing so.

### BREASTFEEDING: The Best Investment

Throughout the world, families, communities and nations seek to promote the health and welfare of their children. Undoubtedly, economic factors often hinder these efforts, though lack of funds for nutritious foods, clean water, and preventive and curative health care. Breastfeeding requires very little investment and has a tremendous payback for families, employees, communities, health care institutions and governments.

World Breastfeeding Week 1998 aims to initiate actions to protect, promote and support breastfeeding as one of the best investments in the health of a nation. This year's goals are to:

- raise public awareness on the economic value of breastfeeding and the high cost of bottle feeding;
- provide concrete data on the economic advantages of breastfeeding for public advocacy;
- urge governments to appropriate the full economic value of breastfeeding and recognize the need to include support for breastfeeding promotion programmes in the national health budget;
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#### The Economic Benefits of Breastfeeding

Breastfeeding can bring economic benefits in many levels of society:

##### For households

- savings on the unnecessary purchase of breastmilk substitutes and feeding equipment
- savings on medical care through fewer trips to a physician as hospital for a sick child, medications and fees for caring for a sick child
- savings on time for preparation in bottle-feeding such as to fetch water, fuel and cleaning utensils
- savings on cost of birth control methods and contraceptive supplies
- time savings on weekdays lost to caring for a sick children

##### For employees

- savings from greater productivity, more loyalty and less absenteeism among workers with young infants

##### For nations

- savings often in foreign exchange, on the purchase and distribution of commercial breastmilk substitutes
- savings on health care for preventable acute and chronic illnesses
- savings in ecological damage avoided by reduced production, distribution and disposal of breastmilk substitutes and containers

Investing in the former Yugoslavia would save approximately 70% of their costs for the purchase of breastmilk substitutes in the first six months of their infants. At present only 30% of infants are breastfed in the world. In 1998, about 100 million of infants are not breastfed. This leads to 100 million of infants, 32,000 deaths, 322 cases of early onset diarrhea, 44 cases of childhood cancer, and 232 cases of ovarian cancer each in a world each year. The cost of artificial feeding is thus high even on industrialized

WABA '98

### Breastfeeding: Education for life

Across the world there is increasing knowledge and concern about early child development and "optimal interactions" in the family. There is widespread interest in improving the quality of care and in integrating knowledge about the needs of the developing child into education systems and curriculum. However, the significance of breastfeeding for human development and for the quality of life of families is rarely considered.

The existing "know" from ongoing research in that breastfeeding is not only important for health, nutrition and the development of a baby's trust and sense of security, but enhances brain development and learning readiness as well (See Box on pg. 3 and page 5 for list of references. For example:

- Special early acts in breastmilk lead to increased intelligence quotient (IQ) and better visual acuity (Auburn and Luby T, 1995, reference on pg. 6)
- Breastfed babies have fewer ear infections, which have been associated with hearing loss and learning delays.
- Several studies have shown better school achievement in breastfed children, even at the end of secondary school and when controlling for social class, mother's education and race.

Therefore, this year's World Breastfeeding Week (WBAW) theme addresses the need to integrate information on the importance of breastfeeding into our educational systems at all levels.

It should be recognized that infants should be fed exclusively on breastmilk from birth to six months of age. Thereafter, children should continue to be breastfed, while receiving appropriate complementary foods, for up to two years of age or beyond.

The goals of World Breastfeeding Week 1999 on the theme of "Breastfeeding: Education for life" are to:

- Increase public awareness of the importance of protecting, promoting and supporting breastfeeding as the standard of infant development and growth.
- Promote the incorporation of breastfeeding and appropriate feeding practices into all levels of formal and non-formal education.
- Improve relevant curriculum design with all types of educators and trainers from professional institutions, medical and other teaching schools, health organizations, public and private schools, hospitals and community education centres.
- Involve school children, from pre-school onward, and teenagers in WBAW 1999 activities and provide tools for promoting breastfeeding appropriate for different age groups.
- Promote the integration of breastfeeding experiences and practices into children's developmental materials and toys.

WABA '99

World Alliance for Breastfeeding Action



# World Breastfeeding Week - 2000 to 2003



## ➤ A look back via Action Folders

### Breastfeeding it's your right

**We protect, promote and support your right to breastfeed!**

**WABA 2000**

Each year, the World Alliance for Breastfeeding Action launches World Breastfeeding Week (WBAW) which takes up a theme that is important in the protection, promotion and support of breastfeeding. This year, WBAW focuses on breastfeeding as a human right. New research is constantly revealing ever more clearly that it is not possible for infants and their mothers to achieve optimal health unless the conditions are created that allow women to practice exclusive breastfeeding for about six months and to continue breastfeeding, while providing adequate complementary feeding, up to two years of age and beyond. Breastfeeding is a right of mothers and makes a major contribution to the realization of the child's right to food, health and care.

**The WBAW 2000 goals are**

- To raise awareness about the fact that breastfeeding is a right for both mother and child.
- To provide information about formal and legal mechanisms that exist internationally and that either do or should exist at national level, and
- To stimulate a shift in public thinking so that this right is respected, protected, facilitated and fulfilled at household, community and government levels in every country.

**How can breastfeeding be a human right?**

- Women and children are subjects of human rights, not objects of charity.
- Breastfeeding is part of fundamental human rights: the right to food and to health.
- Breastmilk is the best food for infants. It contains the nutrients and protection the baby received through the umbilical cord. It provides a nutritionally balanced food for infants and acts in the same way as immunisation, reducing the chance that they get certain diseases.
- The act of breastfeeding is an essential component of good child care, contributing to psychosocial development and healthy growth.
- Breastfeeding contributes to every woman's right to health by reducing her risk of getting breast and ovarian cancer, non-deficiency anaemia, and hypothyreosis.

**Who has the right?**

Every woman has the right to breastfeed her child. Most governments committed themselves to assuring the realization of the rights contained in one or more of these international instruments:

- Convention on the Rights of the Child (CRC)
- International Covenant on Economic, Social and Cultural Rights (ICESCR)
- Convention on the Elimination of all Forms of Discrimination against Women (CEDAW)
- International Labour Organisation (ILO) Convention on Maternity Protection
- Similarly, the International Code of Marketing of Breastmilk

### Breastfeeding in the Information Age

**B**reastfeeding, along with so many other decisions about parenting and lifestyle, requires the opportunity to make informed decisions. However, over the years, our sources of information have radically changed and evolved. A hundred years ago, even a photograph was a novelty! As our information sources have expanded, the quality and quantity of those sources has changed as well, not always for the better. Much of the strongest protection, promotion and support breastfeeding has received around the world is through the use of mass communication.

World Breastfeeding Week (WBAW) 2000, WABA focuses on the importance of communication in shaping knowledge, attitudes, and behaviours surrounding breastfeeding. We are also celebrating our 10th anniversary of global networking and strategic communication for breastfeeding.

**The WBAW goals are**

- To present core information about breastfeeding.
- To highlight the various forms and modes of communication and effective ways of using them to protect, promote, and support breastfeeding.
- To share ideas and experience on communicating challenging issues and themes in breastfeeding, and
- To provide and stimulate more innovative and helpful approaches to supporting breastfeeding mothers.

**Person-to-Person Communication**

The ability to communicate is something we learn very early in life. During breastfeeding, a beautiful dance of communication is shared by mother and baby through eye contact, facial expressions, cooing, tickle, comforting words, sucking at the breast, and life-giving milk. This dance helps to nurture a trusting and loving relationship between mother and baby.

Direct and personal communication between the mother and her community has been the principal way for women to learn breastfeeding. The mother-to-be watches her friends and family. Mother and baby are then guided in learning breastfeeding by the family and health structures. Feedback, reinforcement, and questions help mothers to learn, practice, and make informed choices.

However, social, economic and communication changes over the past century impacted on how breastfeeding has been communicated, learned, and practiced. Observations and oral communication to mass communication of one-to-one family learning have been influenced and complicated by other sources of information that shape the attitudes, beliefs, and decisions families make concerning breastfeeding.

**The Role of Mass Communications**

Communication technologies and networks, such as newspapers, magazines, radio, television, and the Internet have developed with support from governments and corporations. As technology improved and became affordable, broadcasted, purchased radio, television, and now computer and Internet access.

These social developments and technologies have shifted learning and social influences from the interpersonal realm of family, neighborhood, or community towards a disembodied relationship between a commercial media hub and an isolated individual. Mass communication is then likely to impact on attitudes and practices and to cause more risk, stress, and modes of behavior.

**WABA 2001  
10th Anniversary**

### BREASTFEEDING: Healthy Mothers and Healthy Babies

**B**reastfeeding is well-recognized and is a means to protect, promote and support the health of infants and young children. Mother's milk fosters optimal growth and development of a baby's brain, immune system, and physical physiology and is a vital factor in preventing common illness, especially diarrhea and infections of the respiratory tract (including pneumonia), ear, and urinary tract. The act of breastfeeding reduces growth hormones, promotes healthy oral development, and establishes a trusting relationship between baby and mother. Exclusive breastfeeding for the first six months reduces the risk of environment-borne illnesses, malnutrition, food sensitization and allergy.

Breastfeeding also has definite benefits for mothers. It is a fundamental, physiological continuation of pregnancy and childbirth. Thus, beginning exclusive breastfeeding shortly after birth lowers the mother's risk for excess post-partum bleeding and anaemia. Once mother and baby have learned to do so easily, breastfeeding can reduce a mother's stress by keeping her infant or young children healthy and well nourished. Exclusive breastfeeding for the first six months saves the mother money, energy, and time needed to buy, prepare, or clean up. Exclusive breastfeeding can also boost a mother's own immune system, help delay a new pregnancy, and reduce the health needs of diabetic mothers. In the long term, breastfeeding can help protect a mother from breast and ovarian cancers and benign lumps.

Too often, a mother's needs and wants go unrecognized or unsupported. Her physical and emotional health, her level of education, the help she receives from others, and her household economic influence her breastfeeding practices and other aspects of caring for her children. In particular, a woman's pregnancy and childbirth experience can greatly impact the way breastfeeding begins and continues.

Too often, a mother's needs and wants go unrecognized or unsupported. Her physical and emotional health, her level of education, the help she receives from others, and her household economic influence her breastfeeding practices and other aspects of caring for her children. In particular, a woman's pregnancy and childbirth experience can greatly impact the way breastfeeding begins and continues.

This year, World Breastfeeding Week seeks to underscore the urgent need to protect, promote, and support the health and well-being of mothers as well as to protect, promote, and support the health and well-being of babies, through breastfeeding. The Goals for WBAW 2002 are:

- To maintain breastfeeding as an integral part of women's reproductive cycle and health.
- To create awareness of women's right to humane and non-invasive birthing practices.
- To support the Global Initiative for Mother Support (GIMS) for Breastfeeding, in one way to recognize the need for mothers.

**Healthy Mothers**

Health is internationally accepted as a fundamental human right. Women and girls' rights to health is the highest attainable standard includes the right to full and reliable medical information, to informed consent, choice and decision-making in health care, reproduction and infant feeding; to privacy and confidentiality; and to safe conditions of work and environment. These rights are recognized in numerous national and international documents, beginning with the Universal Declaration of Human Rights and the International Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW).

*A Disincentive Breastfeeding means that other drugs or food is given to the infant. Incentive Breastfeeding happens as it demands and for unrestricted period.*

**WABA 2002**

### Breastfeeding in a Globalised World for Peace and Justice

**P**romoting, protecting and supporting breastfeeding and optimal complementary feeding for infants and young children are the aims of the global breastfeeding movement. The theme for World Breastfeeding Week 2003 - *Breastfeeding as a Globalised World for Peace and Justice* - provides an opportunity to consider the obstacles as well as the benefits of globalisation in promoting breastfeeding as a symbol for peace and justice.

Globalisation in the term often used to describe the process taking place in recent years of improving international rates of free trade and free financial flows throughout the whole world. Powered by large corporations and financial markets, globalisation has become a tool to maximize profits. It is such an environment, where trade agreements and economic interests of transnational corporations often take precedence over the sovereign rights of nations, the needs of mothers and children as easily forgotten. Global deregulation and the spreading privatization of health care pay profits before people. In this environment, breastfeeding-friendly practices can be lost, while the use of breastmilk substitutes increasingly become the norm.

However, other aspects of globalisation can be used to strengthen breastfeeding cultures and to protect the fundamental and vital act of nurturing our children. Our work for breastfeeding aims to create a better world for mothers and children, the environment, justice and peace with all people. Internet communication and email have helped connect the breastfeeding community globally by providing instant access to active networks of associations, programmes, alliances and organisations. Through these networks, mothers, parents, women's groups, health care workers, nutrition and environmental networks are finding new and creative ways to ensure that infant and child health is protected through breastfeeding.

**“Breastfeeding is about peace and justice. It is the natural, universal and peaceful way of nurturing our children. In a world often wracked by injustice, violence and war, breastfeeding can be a sentinel of peace – inner peace, peace with other people and peace with the environment.”**

**Amar Fazal, Co-founder of WABA and IFBAN, Right Livelihood Award Recipient, 1992.**

**WABA 2003**

**Globalisation. It is a manifold and elusive concept for there is no single definition. It has been defined as the intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events many miles away and vice versa.**

John Hatcher - Hatching Corporation Publications

**The action folder contains information that can help you and the groups you work with to realize the goals for World Breastfeeding Week 2003. These are:**

- To recognize the challenges and opportunities of globalisation for breastfeeding practices.
- To maintain the potential of global communication to educate people on the importance of breastfeeding, appropriate complementary feeding and the health risks of infant feeding.
- To promote and act on the Global Strategy for Infant and Young Child Feeding.
- To support the International Code of Marketing of Breastmilk Substitutes and subsequent relevant World Health Assembly (WHA) Resolutions and oppose any undermining of these instruments.
- To build alliances with public interest groups striving for global justice, peace and health for all.
- To think globally and act locally with all sectors of our worldwide breastfeeding community in order to protect, promote and support breastfeeding.



# World Breastfeeding Week - 2004 to 2007



## A look back via Action Folders

### Exclusive Breastfeeding: the Gold Standard

SAFE, SOUND, SUSTAINABLE



*A symbol for the 'Gold Standard', this is the ideal of exclusive and continued breastfeeding.*

*This map represents the mother and the other caregivers who, together, have the best chance of the baby's health by providing complementary food after six months, and after the first year of family planning to space births above five years apart.*

*The Golden Bow is a joint outreach initiative of UNICEF and WABA. View it privately and take others if it has any meaning.*

For more information, visit <http://www.unicef.org/programmes/breastfeeding.htm> and [www.waba.org.my](http://www.waba.org.my)

WABA unicef



### 2004

Exclusive breastfeeding is the safe, sound and sustainable way to feed an infant for the first six months of life. The breastfeeding is important for cases than six months. WHO and UNICEF recommend that breastfeeding should continue with appropriate complementary foods up to two years or beyond. Babies grow and develop best when they are fed this way. Mothers can achieve both exclusive and continued breastfeeding when they know how valuable it is, when they know how to do it, and when they are given the necessary support.

Experts now agree that breastmilk can provide all that a baby normally needs for the first six months and an extra drink of food is needed during this period. Exclusive breastfeeding means that the infant receives only breastmilk, from his or her mother or a wet nurse, or expressed breastmilk, and no other food or drink.

Many mothers find that exclusive breastfeeding for the first six months is quite simple. They do not need to worry whether the baby is getting enough to eat or drink or whether it is the right thing and there is none of the uncertainty or expense of preparing other unnecessary food.

Unfortunately, in many countries, exclusive breastfeeding is rare. So this year's World Breastfeeding Week aims to help everyone to understand about exclusive breastfeeding, to believe in its benefits, and to find ways to support and encourage mothers to do it.

**Exclusive Breastfeeding... it's safe**  
Breastmilk is so much more than a food. It is a live tissue with many immune factors which give a baby continuous, active protection against infections, when the baby's body cannot yet protect itself. For the first few days after birth, a mother provides the ideal immunisation for her baby with colostrum which is very rich in antibodies. The amount of colostrum is small, but it is exactly what a baby needs at this time. Exclusively breastfed children are much healthier. Artificially fed and weaned fed infants are six times more at risk from diarrhea, pneumonia and other infections.

**Exclusive breastfeeding... it's sound**  
Breastmilk contains just the right amount of energy, protein, vitamins and other nutrients for a baby for the first six months of life, and all the water that a baby needs too. The surplus is excreted quickly by the baby, and they are more easily and completely digested than any other milk or food. When they are older, breastfed babies are less likely to be overweight than artificially fed babies; they have fewer allergies and higher scores on intelligence tests.

**Exclusive breastfeeding... it's sustainable**  
A mother can reuse containers of good milk from an mixture of foods that she eats. However, there is no need to worry about the cost of formula or other milk. The cost of extra food for her is zero.

### Breastfeeding and Family Foods: Loving & Healthy



### A CARING TRANSITION

For the very best start in life, the World Health Organisation (WHO), the United Nations Children's Fund (UNICEF) and health agencies worldwide recommend that mothers breastfeed their babies exclusively for the first six months, and continue breastfeeding together with giving other foods and drink, up to two years or more, as long as mother and baby wish to.

The theme of this year's World Breastfeeding Week (WBW) is continued breastfeeding and giving other foods after six months of age. These foods need to be high in nutrients, the right consistency and appropriately fed. We consider how to make the transition from exclusive breastfeeding to breastfeeding and eating with the rest of the family, in a way that is loving and caring.

### COMPLEMENTARY FEEDING USING FAMILY FOODS

At six months of age, children need other foods in addition to breastmilk. To meet their nutritional needs, the term used for giving other foods and drinks in addition to breastfeeding is 'complementary feeding'. The foods given should complement - make complete - the energy and nutrients provided by breastmilk.

The terms 'breastfeeding and family foods' was chosen because in most households around the world, older babies (6-12 months) and young children are fed with the same foods that are eaten by the rest of the family. This is not meant to imply that at 6 months babies can move directly from exclusive breastfeeding to eating exactly the same meals as the rest of the family. Older babies and young children need to be given the most nutritious 'best bits' of the family's food, appropriately prepared (mashed, chopped, softened etc) to suit the child's eating abilities.

Starting to eat other foods marks a new phase in the social, emotional and behavioural development of older breastfed babies, particularly as people other than their mothers may become involved in feeding. Complementary feeding also provides opportunities to develop communication, hand-to-eye coordination and motor skills and may lay the foundation of responses to food choice that persist well beyond infancy. When carried out with love, care and patience, starting to feed other foods can be a time for understanding and strengthening the mother-baby bond of breastfeeding, not ending it.

### CONTINUED BREASTFEEDING

Breastfeeding continues to be important for children's nutrition, development and care after the first six months of life. On average, breastfed babies of 6-8 months obtain around 70% of their energy needs from breastmilk, that falls to around 50% at 11 months, and 40% at 18-24 months. Breastmilk is also a major provider of protein, vitamins, minerals, essential fatty acids and protective factors. It provides more calories and nutrients per ml than most of the other foods, and much more than the soft cereals, baby rice or porridge vegetables that are typically some of the first foods given to older babies. If babies' stomachs are filled with nutritious poor foods, they will take less breastmilk and their overall diet and health will be inferior. The contribution of breastmilk is also enhanced by the enthusiasm to get complementary feeding started. The challenge is how to feed other foods so that they add to the nutritional contribution of breastmilk, rather than replace it. (See box 3 on page 2).

### CODE WATCH 25 YEARS OF PROTECTING BREASTFEEDING



### Introduction

You may be a parent, a health professional or a policy maker. You're looking for support to breastfeed or are concerned about society's health, or both. Whatever your role you work toward. Good infant-feeding practices are the foundation of a healthy life. They affect infant and young child survival and the long-term health of every child.

- You will have noticed that baby food, bottles and teat companies promote their products. This marketing directly contradicts the International Code of Marketing of Breastmilk Substitutes (the Code) which was adopted as a World Health Assembly resolution in 1981. If the Code is ignored, your work for breastfeeding will be more difficult.
- The Code and subsequent infant-feeding guidelines they put in the Global Strategy for Infant and Young Child Feeding adopted at the World Health Assembly (WHO) in 2002.
- Our governments are committed to the Code, but powerful corporate pressure then to evade it. Without the Code in place, initiatives for babies' health and survival are undermined. Few governments have Code information campaigns, so people feel unsure about it and some may be unaware of its existence.
- The Code is really very simple. Anyone can learn to monitor it. During this World Breastfeeding Week we need to take action for Code implementation. This can make a huge difference to mothers and babies and to the families, caregivers and health professionals working to protect all infants and young children.

### This folder shares:

- why the Code is important
- the basic facts of the Code
- examples of success and action ideas.

### Why the Code is important

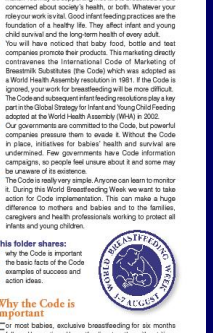
For most babies, exclusive breastfeeding for six months followed by continued breastfeeding together with nutritious complementary foods, for two years or beyond is the way to health. Health is not breastfed if they are exposed to be conflict and aware of good techniques. Professional promotion undermines skills through subtle marketing tactics and misinformation to health professionals, mothers and their families. Code implementation can stop this.

Thanks to the work of people like you, breastfeeding rates are gradually increasing. Worldwide, more women are exclusively breastfeeding for the first six months. But even where breastfeeding is part of the culture, practices can be less than ideal and often artificial feeding is developed, they can be appalling. Delaying and weaning breastfeeds and giving other food and drinks before six months are all common practices. These reduce breastmilk supply and increase a baby's risk of infection.

*A millionaire's baby who is not breastfed is less healthy than an exclusive breastfed baby whose mother is in the poorest social group.*

Professor Stewart Power, Stowells Hospital, Bristol and Medical School, Dundee, Scotland, UK, 2006.

### CODE WATCH



### WORLD BREASTFEEDING WEEK 1-7 AUGUST

'Inappropriate feeding practices remain the greatest threat to child health and survival globally'

WORLD BREASTFEEDING WEEK 1-7 AUGUST

### WABA 2006

### Breastfeeding: The 1st Hour

Early initiation and exclusive breastfeeding for six months can



### Optimal Breastfeeding

The UNICEF/WHO Global Strategy for Infant and Young Child Feeding recommends that exclusive breastfeeding occur for the first six months of life, and then continue breastfeeding while giving complementary foods in the first 24 months of life. Normal initiation of breastfeeding in the first 60 minutes following the birth of the baby, uninterrupted breastfeeding for the first six months and exclusive breastfeeding for the first 18 months are recommended. This is the aim of the UNICEF/WHO Global Strategy for Infant and Young Child Feeding.

### Breastfeeding Rights

The Convention on the Rights of the Child stipulates that every child has the right to the best and most to ensure the survival and the development. Breastfeeding within the first hour of life helps to ensure that.

### WABA 2007

*It begins in the womb. Our very first and most North to be made our mother's milk. This is an act of affection, of compassion. Without that act, we cannot survive. That's clear... That's the way of life. That's reality.*

Dr. Helen M. Berman, Director of the Center for Breastfeeding Research, New York University School of Medicine

# World Breastfeeding Week - 2008 to 2011



## A look back via Action Folders

### MOTHER SUPPORT: GOING FOR THE GOLD

**Everyone Wins!**

**Support Breastfeeding**

**WABA 2008**

**Mother Support: Any support provided to mothers for the purpose of improving breastfeeding practices...**

*WABA Global Initiative for Mother Support (GIMS) 2007*

### BREASTFEEDING - A VITAL EMERGENCY RESPONSE

*Are You Ready?*

**WABA World Breastfeeding Week 1-7 August 2008**

**WABA 2009**

[www.worldbreastfeedingweek.org](http://www.worldbreastfeedingweek.org)

**WABA 2010**

[www.worldbreastfeedingweek.org](http://www.worldbreastfeedingweek.org)

**WABA 2011**

[www.worldbreastfeedingweek.org](http://www.worldbreastfeedingweek.org)

### BREASTFEEDING Just 10 Steps! The Baby-Friendly Way

**TEN STEPS TO SUCCESSFUL BREASTFEEDING**

Every facility providing maternity services and care for newborn infants should:

- Have a written breastfeeding policy that is routinely communicated to all health care staff.
- Train all health care staff in skills necessary to implement this policy.
- Inform all pregnant women about the benefits and management of breastfeeding.
- Help mothers initiate breastfeeding within a half-hour of birth.
- Show mothers how to breastfeed, and how to maintain lactation even if they should be separated from their infants.
- Give newborn infants no food or drink other than breast milk unless medically indicated.
- Practice rooming in - allow mothers and infants to remain together - 24 hours a day.
- Encourage breastfeeding on demand.
- Give no artificial teats or pacifiers (also called dummies or soothers) to breastfeeding infants.
- Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

**WABA 2010**

[www.worldbreastfeedingweek.org](http://www.worldbreastfeedingweek.org)

### Talk to Me! Breastfeeding a 3D Experience

**Talk to Me! Breastfeeding - a 3D experience?**

**The Storyboard**

**Here's a quick snapshot:**

- MDG 1 (hunger and poverty):** The first step towards reducing undernourishment of children is optimal exclusive breastfeeding, enabling them to grow well from the first days of life, and continued breastfeeding when complementary foods are introduced, to improve the quality of the mixed diet. This also contributes to reducing household costs particularly in poverty stricken areas.
- MDG 3 (gender equality):** Children receive an equal start through breastfeeding regardless of family income. Breastfeeding also empowers women by enabling them to be in control of their reproductive lives and self.

**WABA 2011**

[www.worldbreastfeedingweek.org](http://www.worldbreastfeedingweek.org)

**A** look back at the 2008 (Monday) August 5-7th and the 2009 World Breastfeeding Week (Wednesday 1-7th) the World Alliance for Breastfeeding Action (WABA) calls for increased support for mothers striving to achieve the gold standard of infant feeding to be used for babies exclusively for their parents, and continue breastfeeding together with feeding other appropriate complementary foods up to two years and beyond.

**Support a Mother to Provide a Golden Start For Her Child!**  
**World Breastfeeding Overview News!**

- OBJECTIVES**
- To raise awareness of the need for and the value of providing support to breastfeeding mothers
  - To disseminate updated information about support for breastfeeding mothers
  - To encourage the creation of optimal conditions for the provision of mother support in 'CIRCLES OF SUPPORT'

**MOTHERS DESERVE AND NEED**

- EMPATHETIC LISTENING**
- BASIC ACCURATE AND TIMELY INFORMATION**
- SKILLED AND PRACTICAL HELP**
- ENCOURAGEMENT**

**Mother Support: The Need**

An Olympic athlete needs support from banks, friends, community, and sponsors in order to compete successfully. So, too, does a mother need support to breastfeed. Both an attitude and breastfeeding mother face challenges. For a breastfeeding mother, these challenges include: experiencing breastfeeding, maintaining breastfeeding while working outside the home, coping in emergency situations and most important, overcoming doubts about her ability to breastfeed.

**Mother Support: Evidence that it Works**

The recent Cochrane Review evaluated ten trials from 14 countries on effects on the duration of any breastfeeding (both partial and exclusive) and exclusive breastfeeding alone. The review found that all forms of support (professional and lay) and pooled together significantly extended the duration of exclusive breastfeeding. WHO's WHEAP training for hospital staff significantly extended exclusive breastfeeding.

The WPA Community Based Strategies for Breastfeeding Promotion also support the 'Development of Cultural Norms' several reviews of the evidence for mother support. Lakshmi et al. identified 30 trials of breastfeeding support in 10 countries which revealed a significant beneficial effect of breastfeeding support on any breastfeeding, with the largest effect in developing countries.

**Mother Support: Any support provided to mothers for the purpose of improving breastfeeding practices...**

*WABA Global Initiative for Mother Support (GIMS) 2007*

**Objectives of WWB 2009**

- To reinforce the vital role that breastfeeding plays in emergency response worldwide.
- To advocate for active protection and support of breastfeeding before and during emergencies.
- To inform mother, breastfeeding advocates, communities, health professionals, governments, and agencies, donors, and the media about how they can actively support breastfeeding before and during an emergency.
- To mobilize action and promote networking and collaboration between those with breastfeeding management skills and those involved in emergency response.

**INFANT AND YOUNG CHILD FEEDING IN EMERGENCIES (IFE)**

An emergency is an extraordinary and extreme situation that immediately puts the health and survival of a population at risk. IFE focuses on the protection and support of safe and appropriate feeding for infants and young children in emergencies. It addresses both emergency preparedness and a timely and appropriate humanitarian response in the event of an emergency, to safeguard the survival, health, growth and development of infants and young children.

**Why breastfeeding is a lifeline in emergencies?**

Breastfeeding is essential for an emergency's effectiveness can support mothers in the world's 'without the emergency' - from earthquake to conflict. Here are just a few facts from emergency organizations:

- Published global mortality rates for infants under one year of age in emergencies are nearly three times higher than in the 12% to 16% for a large scale therapeutic feeding programme in Niger in 2005, 90% of the 45,000 malnourished cases admitted for therapeutic care were children less than two years of age.
- In a therapeutic feeding programme in Afghanistan, the mortality rate was 17.2% among infants under 18 months of age admitted for therapeutic care.
- During the first three months of conflict in Guinea Bissau in 1998, the death rate among 1-23 months old non-breastfed children was six times higher than among the children of the same age group who were breastfed!

- Implementation of the WHO's Global Strategy for Infant and Young Child Feeding, 2002, Guinea Bissau, Malawi and Mozambique, 2002, showed that breastfeeding was the most important protective factor for survival in children under 5 years of age in the emergency response.
- During the 2005-2006 cholera outbreak in Haiti, 100% of the children who were breastfed survived, while 50% of the children who were not breastfed died.
- During the 2005-2006 cholera outbreak in Haiti, 100% of the children who were breastfed survived, while 50% of the children who were not breastfed died.

WHA (2006) *Global Strategy for Infant and Young Child Feeding*. WHO (2005) *Global Strategy for Infant and Young Child Feeding*. WHO (2005) *Global Strategy for Infant and Young Child Feeding*. WHO (2005) *Global Strategy for Infant and Young Child Feeding*.

**INTRODUCTION**

The Association of Family Friends Way provides background information for advocacy and suggests actions for the health system and community at a national and global level.



Photo: UNICEF/WHO

**OBJECTIVES FOR WORLD BREASTFEEDING WEEK 2010**

**JOIN THE WORLD IN BREASTFEEDING ACTION THIS YEAR!**

- Draw attention to the role of the Ten Steps in improving breastfeeding rates.
- Raise action by health systems, health care providers and communities to make breastfeeding the easy choice for women.
- Inform people everywhere of the risks of artificial feeding, and the role of breastfeeding for children's development and lifelong health and the health of mothers.
- Enable mothers to enjoy full support for breastfeeding in health care systems and beyond.



Photo: UNICEF/WHO

**WABA 2010**

[www.worldbreastfeedingweek.org](http://www.worldbreastfeedingweek.org)

**It is time to renew our support of the Ten Steps and for each of us to design the best path along the Baby-Friendly Way!**

**Talk to Me! Breastfeeding - a 3D experience?**

This year we join together to celebrate the collective efforts around the world to protect, support, and promote breastfeeding. As global exclusive breastfeeding rates continue to rise, you may wonder - why talk about breastfeeding? Isn't it a normal, physiological process? What do I have to do with it? This year's action folder is a collaboration among some of the breastfeeding movement's newest faces, along with several veteran champions.

We are all traveling along our own continuum of time and place, but what makes our journey so robust is the 7<sup>th</sup> dimension of communication. 'Talk to Me!' the '3D' theme for WWB 2011, speaks to YOU as a caregiver, parent, present, future, you as an integral member of society, you as a receiver and giver of knowledge and support, and you as the young person thinking of this issue for the first time. Each of us plays a variety of roles and has the most powerful tool needed - a voice to talk to others about why breastfeeding matters, not only for health and well-being, but also for the environment, for women's rights, and for social advancement. Let's enhance the perception and knowledge about breastfeeding, and bring the dialogue to life, making this year's World Breastfeeding Week (WWB) celebration a true 3D experience: an opportunity for outreach, an investment in a healthy future, and ultimately, a satisfying lens through which to see the world.

**Here's a quick snapshot:**

- MDG 1 (hunger and poverty):** The first step towards reducing undernourishment of children is optimal exclusive breastfeeding, enabling them to grow well from the first days of life, and continued breastfeeding when complementary foods are introduced, to improve the quality of the mixed diet. This also contributes to reducing household costs particularly in poverty stricken areas.
- MDG 3 (gender equality):** Children receive an equal start through breastfeeding regardless of family income. Breastfeeding also empowers women by enabling them to be in control of their reproductive lives and self.

WABA 2011  
[www.worldbreastfeedingweek.org](http://www.worldbreastfeedingweek.org)



# World Breastfeeding Week - 2012



**20TH WORLD  
BREASTFEEDING  
WEEK!**

**Understanding  
the past, planning  
for the future  
Celebrating 10 years of  
WHO/UNICEF's Global  
Strategy for Infant and  
Young Child Feeding**

**WABA 2012**

[www.worldbreastfeedingweek.org](http://www.worldbreastfeedingweek.org)

Photos are screens of the World Breastfeeding Week 2012 Photo Centre.  
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**W**orld Breastfeeding Week (WBW) celebrates its twentieth anniversary in 2012. Twenty years ago the World Alliance for Breastfeeding Action (WABA) launched the World Breastfeeding Week campaign to focus and facilitate actions to protect, promote and support breastfeeding. Since then, each year, WBW has put the spotlight on various breastfeeding issues.

This year it focuses on the progress that has been made on the implementation of the Global Strategy for Infant and Young Child Feeding (GSIYCF) which was adopted by the World Health Organisation (WHO) and UNICEF ten years ago. Implementing the Global Strategy effectively is essential to increase breastfeeding rates, especially exclusive breastfeeding for the first six months, and to reach Millennium Development Goal (MDG) 4 (which aims to reduce under five mortality by two thirds).



#### OBJECTIVES OF WBW 2012

1. To take stock of lessons learnt and achievements from the past 20 years on infant and young child feeding (IYCF)
2. To assess the status of implementation of the Global Strategy for Infant and Young Child Feeding (Global Strategy) globally.
3. To celebrate successes and achievements nationally, regionally, and globally and showcase national work at the global level.
4. To call for action to bridge the remaining gaps in policy and programmes on breastfeeding and IYCF, and
5. To draw public attention to the state of policy and programmes on breastfeeding and IYCF.

**WABA was the only international network to significantly commemorate 10 years of WHO/ UNICEF's Global Strategy for Infant and Young Child Feeding**

# World Breastfeeding Week - 2013

- 178 countries celebrated WBW
- 1,248,202 participants reported activism
- Included: 'The Big Latch ON' Global event; 'Quintessence Breastfeeding Challenge' Global event, Doctors Without Borders/Medecins Sans Frontieres (MSF) and International Medical Corps



21<sup>st</sup> World  
Breastfeeding Week  
- 2013

Five years ago, seven breastfeeding mothers came together and realized that their abilities to breastfeed their own infants came from being provided with information, education and emotional support from each other. They also realised that many other mothers who longed to breastfeed could be enabled to do so if those around them, their peers, had the knowledge and skills to be supportive. La Leche League International (LLLI) was launched, spearheading a renewed breastfeeding movement. Mother-to-mother support was born, and this movement would cover the globe.

Many women find their meeting together regularly as a group to share experiences and knowledge, and to support each other through the whole breastfeeding experience is invaluable. However at times women need direct one-to-one practical help. This is often best given in the woman's own home. So from the mother support groups came the concept of the individual peer counsellor (sometimes called peer supporter), and formal visits developed. Now there are a variety of ways in which mothers can get support ideas to where they are.

### WABA 2013

[www.worldbreastfeedingweek.org](http://www.worldbreastfeedingweek.org)

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#### OBJECTIVES OF WBW 2013

- 1 To draw attention to the importance of Peer Support in helping mothers to establish and sustain breastfeeding.
- 2 To inform people of the highly effective benefits of peer counselling, and urge efforts to expand peer counselling programmes.
- 3 To encourage breastfeeding supporters, regardless of their educational background, to move forward and be trained to support mothers and babies.
- 4 To identify local community support contacts for breastfeeding mothers that women can go to for help and support after giving birth.
- 5 To call on governments and maternity facilities globally to actively implement the Ten Steps, in particular Step 10, to improve duration and rates of exclusive breastfeeding.



**Rationale**  
Many mothers give up breastfeeding exclusively, or stop breastfeeding completely, in the first few days to one week after delivery, even if they delivered in a baby-friendly hospital. This is a time when it may be difficult for mothers to visit a health-care provider, so support in the community is vital. Traditionally, support has been provided by other women in the family and community, especially during the first 40-60 days postpartum. However, as societal change, in particular with urbanisation, other family members may be far away and pressures to return to work have caused the period of mother's first care to collapse. Help must now come from health workers, teachers, fathers or partners. However, the new support system may not have the experience or skill to give effective breastfeeding support. Some health workers such as doctors, nurses, midwives, doulas and others may not have been trained in breastfeeding support. Public health workers concentrate on the first few days, emphasizing counselling, rather than the skills needed to cope after birth, the 'maternity ward'. Many health workers are prepared to speak to the new parent, counselling the parent. Professional Lactation Consultants (ILCA/CLC) have the skills, but they, too, are not available everywhere.





# World Breastfeeding Week - 2014

- 176 countries celebrated WBW
- 1,315,893 participants reported activism
- Air Malta officially welcomed breastfeeding on board its flights & launched a policy to coincide with WBW 2014!

**BREASTFEEDING: A Winning Goal *for Life!***



Welcome to World Breastfeeding Week 2014!

The Millennium Development Goals (MDGs) were set by governments and the United Nations (UN) to gauge progress in fighting poverty and promoting healthy and sustainable development in a comprehensive way by 2015. This year's World Breastfeeding Week (WBW) theme responds to the current MDG countdown process 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. Whenever your community may be, 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 worthwhile goal... and it saves lives!



**How is BREASTFEEDING linked to the MDGs?**  
By protecting, promoting and supporting breastfeeding, YOU can contribute to each of the MDGs in a substantial way. Exclusive breastfeeding and adequate complementary feeding are key interventions for improving child survival, potentially saving the lives of about 20% of children under five. Let's find out how breastfeeding is linked to each of the Millennium Development Goals.

Photos are winners of the World Breastfeeding Week 2014 Photo Contest. © 2014 Photographer and WABA. All Rights Reserved.

Join Us & Take Action NOW! [www.worldbreastfeedingweek.org](http://www.worldbreastfeedingweek.org)

WABA • World Breastfeeding Week • 1-7 August 2014



# World Breastfeeding Week - 2015

- **BREASTFEEDING AND WORK:  
LET'S MAKE IT WORK!**
- Aiming to mobilise concerted global action to support women to combine breastfeeding and work.
- *Whether a woman is working in the formal, non-formal or home setting, it is necessary that she is empowered in claiming her and her baby's right to breastfeed.*

## Breastfeeding and Work



Let's make it work!

### World Breastfeeding Week 2015

World Alliance for Breastfeeding Action (WABA)

**B**alancing work and family life, including breastfeeding, is increasingly necessary for women's rights and a strong, healthy and vibrant workforce—and better society. Today's global economic and labour conditions are changing rapidly, with some problems but many positive implications for women's health and livelihoods, as well as that of their children and families. By adequately integrating women's and men's productive and reproductive work and lives, all sectors of society will benefit. Benefits include productivity, family income and job security, women's and children's health and well-being, employees' long-term profits and a nation's socio-economic health and stability. This year's theme "Let's Make it Work" therefore involves EVERYONE. Together, WE CAN MAKE IT WORK!

2015 marks the 25th Anniversary of Innocent Declaration 1990 where four targets were adopted by the international community. Over 20 years later, all targets need more attention, but particularly the fourth target "to enact imaginative legislation protecting the breastfeeding rights of working women and establish means for its enforcement."

WABA launched the World Breastfeeding Week (WBBW) 1993, theme on Women, Work and Breastfeeding to rally global action to support women to combine breastfeeding and work. Much has been achieved in 22 years, such as the adoption of the revised International Labour Organisation (ILO) Convention 183 and Recommendation 191 on Maternity Protection (MP) in 2000—with stronger maternity entitlements, and more country initiatives improving national laws and practices. We also see more breastfeeding and mother-friendly workplaces accredited as such.

Despite these advances, global monitoring on infants and young child feeding shows that the fourth Innocent target remains the most challenging. Further, progress to increase support for women working in the non-formal sector to breastfeed is minimal. It is time to fully recognise, protect and support the unpaid care work and breastfeeding that women do over the world.

2015 also marks the adoption of the Sustainable Development Goals (SDGs). The SDGs should include an 'exclusive breastfeeding' target indicator to firmly position breastfeeding in the global health and nutrition arena—and serve as a priority indicator for monitoring the status of maternity protection at national level.

#### WBBW Goals:

Supporting women to integrate productive and reproductive work is a complex and multi-level task, requiring diverse strategies and engaging different partners on shared agendas. As such the goals for this year's WBBW 2015 are to:

- 1) Galvanise multi-dimensional support from all sectors to enable women everywhere to work and breastfeed safely and adequately.
- 2) Promote actions by employers to become Family/Parent/Fully and Mother-Friendly, and to actively facilitate and support employed women to continue breastfeeding their children.
- 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, facilitate and showcase supportive practices that enable women working in the informal sector to breastfeed.
- 5) Engage with target groups (e.g. Trade Unions, Workers Rights Organisations, Human Rights agencies, Women's, Occupational Health, and Youth groups), to protect the breastfeeding rights of women in the workplace.

#### Breastfeeding and Work



Let's make it work!

"Support maternity protection and work-family policies: despite some progress, globally more than 800 million women workers, or 41 per cent, still don't have adequate maternity protection and take-up rates among men of parental leave are low. Childs are not always maternity protection and work-family policies that are more inclusive, and supportive of gender equality?"  
Guy Poppe, ILO Director-General, 2015

Yara Guebara // WABA 2015



Saigea Dae // WABA 2015



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Join Us & Take Action NOW!

[www.worldbreastfeedingweek.org](http://www.worldbreastfeedingweek.org)

WABA • World Breastfeeding Week • 1-7 August 2015





# World Breastfeeding Week - 2015

Allaitement et travail



...tous au boulot !

母乳哺育與工作



讓其順利可行

Amamentação e trabalho



Para dar certo o  
compromisso é de todos

Breastfeeding and Work



Let's make it work!

Stillen und Beruf -



gemeinsam geht's!

الرضاعة الطبيعية والعمل



فانعمل على تحقيقها!

Θηλασμός και Εργασία



Ας το κάνουμε να πετύχει!

Amamantar y Trabajar



¡logremos que sea posible!



## WBW 2015 Goals

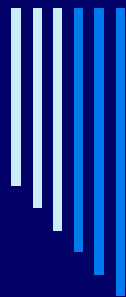
Breastfeeding and Work



Let's make it work!

- 1 Galvanise** multi-dimensional support from all sectors to enable women everywhere to work and breastfeed safely and adequately.
- 2 Promote** actions by employers to become Family/Parent/Baby and Mother-Friendly, and to actively facilitate and support employed women to continue breastfeeding their children.
- 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**, facilitate and showcase supportive practices that enable women working in the informal sector to breastfeed.
- 5 Engage** with target groups e.g. TUs, Workers Rights Orgs, HR agencies, Women's, Occupational Health and Youth groups, to protect the breastfeeding rights of women in the workplace.





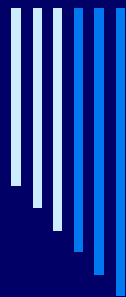
# WBW 2015

## WABA's Call for Action -

Ties in with 2012-2014 WBWs



- Concerted global action to support women to combine breastfeeding and work, whether in the formal sector, non-formal sector, or at home
  - Ratification and implementation of maternity protection laws and regulations by governments, in line with the ILO Maternity Protection Convention
  - Inclusion of breastfeeding target indicators in the Sustainable Development Goals (SDGs)
- \*\* Upholding of Peer Counselling /Mother Support as a key intervention in the Informal Sector.
-



# WBW 2015 - Highlights!



- WBW is part of UNICEF's **Breastfeeding Advocacy Initiative**
- First time a **Joint Letter of Support** from UNICEF & WHO!
- **UNICEF WBW2015 page** carried photo essay, animated video & other resources; **blog posts** features WBW topics
- **WHO** created a **WBW page** feature Info-graphics. Dr Flavia Bustreo, WHO's Assistant Director-General, Family, Women's and Children's Health actively shared on WBW & breastfeeding **on Twitter**
- **PAHO** issued a **Press Release** and **Technical brief on Breastfeeding**
- **ILO's Director General** issued a **Statement for WBW**.
- **WABA** receives a Letter of Support from **Greek Government!**





# WBW 2015 - People and Groups Take Action!

- **Australian Breastfeeding Association** launches its Friendly Workplace Program
- Women in the **United Arab Emirates (UAE)** call for an extension to the current the 45-day maternity leave period
- Numerous **WBW celebrations in Brazil & other LAC** - promoted via the Facebook page: Semana Mundial da Amamentação Brasi
- **Cayman Islands** Breastfeeding Support Group runs a **Facebook competition** to find the most breastfeeding-friendly workplace
- **Singapore**'s NTUC U Family presented inaugural awards to companies with breastfeeding-friendly policies and facilities

# WBW 2015 - People and Groups Take Action!



Breastfeeding and Work



Let's make it work!

World Breastfeeding Month, August 2015

Adapted logo from  
**South Africa**



300 mothers  
breastfeed  
together at  
launch of  
awareness video  
in **KL, Malaysia**



Poster competition  
conducted by  
AIIMS Bhopal at  
government school,  
**India**





# WBW 2015 - Government's Respond!

- **Belize's** Minister of Immigration, Labour, Local Government and Rural Development **speaks on the ILO Convention 183** at workshop to promote breastfeeding in the workplace
  - **Trinidad and Tobago's** Ministry of Health urges all employers to consider adoption of **mother-friendly workplace practices** to increase maternity leave from 60 to 98 days.
  - **Iran's** policies for supporting new mothers at work, especially **new law to extend delivery leave to 9 months**, hailed by UNICEF!
  - **Sharjah** Baby Friendly Campaign (UAE) hosts series of **educational seminars to raise awareness** around breastfeeding in the work place
  - **Uganda's** State minister for Primary Healthcare asked employers to create **breastfeeding corners for mothers** to support proper early childhood development
-



# WBW 2015 - Government's Respond!

- The **Philippine** Commission on Women (PCW) urges stakeholders to lobby for the prioritization of the **passage of the law that proposes to increase maternity leave from 60 to 98 days.**
- **New Zealand** Breastfeeding Authority (NZBA) calls for stronger workplace policies for nursing mothers - including calls urging all politicians to **support Labour MP Sue Moroney's private member's bill to extend paid parental leave to 26 weeks**
- In **Jersey (UK)** from Sept 1 for the first time women will have a right to **maternity leave of between 8 and 18 weeks including two weeks paid leave.** Fathers, adopters and civil partners will be entitled to take up to two weeks unpaid parental leave.





## Latest Developments

# 8 month maternity leave set to get government nod

TANIA AMEER

**NEW DELHI:** Union Women and Child Development Minister Maneka Sanjay Gandhi's demand to extend maternity leave from existing three months to eight months is expected to be cleared by a committee of Secretaries soon.

"The Cabinet Secretariat has asked the Union Women and Child Development Ministry to invite comments of various concerned Ministries, after that it will be sent to a committee of Secretaries," sources in the Ministry told *Millennium Post*.

Union Women and Child Development Ministry's eight-month proposal for maternity leave as explained



Maneka Gandhi

by Maneka, clearly suggests that one month leave is mandatory before delivery and seven months post delivery – the time required to breastfeed the child.

Explaining the concept, the Minister told *Millennium Post*, "Eight months of maternity leave is a necessity because in one month the woman goes

into the stage where she has to prepare for the baby's needs which include taking care of his/her clothes, food, and other essentials. Also, the ideal minimum duration for breastfeeding a baby is seven months. All the best doctors and gynaecologists have suggested that seven months are required for breastfeeding a child. Only after this period can one go ahead and give the child home cooked food. That sums up the significance of the eight-month time line."

She had termed the move made by Union Ministry of Labour to extend maternity leave from three to six months as "meaningless" and stressed the importance of "eight months for this leave being a necessity."

September Update:  
India



## Latest Developments

September Update:  
Saudi Arabia

The law will now  
include more  
options and 3  
days paternity  
leave

New labor law amendments come into force in 2016

# 10-week paid maternity leave from next year

### ARAB NEWS

**JEDDAH:** New changes to the country's labor laws coming into force next year include 10 weeks fully paid maternity leave for women, beginning a maximum of four weeks before the likely date of birth.

The expected date of delivery has to be determined by a certified medical practitioner or facility, a local publication reported recently. Women would also be allowed to extend their maternity leave for an extra month without pay.

If a woman gives birth to a sick child or one with special needs that requires constant monitoring, then she would have the right to have an extra one month fully paid, with the possibility of a further one-month extension without pay.

The amendments include 15 days' fully paid leave for non-Muslim women who are widowed. A woman worker whose husband dies may not work for another employer during this 15-day period. The employer reserves the right to

request documentation in these cases.

The Ministry of Labor said these amendments also take into account the needs of men. A man is given three days paternity leave. In addition, a man who loses his wife or family member, or is marrying, is entitled to five days off with pay.

Penalties for those failing to comply include a fine of up to SR100,000, closure of the establishment for up to 30 days, or permanent closure. Penalties would increase for repeated offenses, the ministry stated.

**Maternity  
LEAVE**

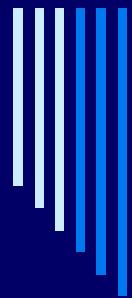


## Serendipitous Developments



President Barack Obama argued for guaranteed paid maternity leave in the **US**, joking that if men had to carry around a baby for nine months they'd just stop working altogether!





# WBW 2015

## - More to Come!



Active members of the **WABA WBW Facebook page** informed us that **many countries are celebrating after August** - October in Canada; November in Cambodia, Greece and the UAE!



For more information, please visit:



[www.worldbreastfeedingweek.org](http://www.worldbreastfeedingweek.org)

A one stop centre for information on the theme, materials such as the Action Folder, Insert in Support of Working Women, Poster and other resources for celebrants to download! Translations are available in Spanish, French, Greek, Portuguese, Arabic, Chinese, and more.

Thank you