

HAPPY BIRTHDAY!! WABA is 20 this year!

Dear WABA Participants and Network Friends,

On this occasion of Valentine, the WABA Secretariat wishes all our network partners, WABA participants and friends around the world a very Happy Birthday! 2011 marks the 20th Anniversary of WABA and 20 years of collective effort, commitment, struggle and care for our joint mission to promote, protect and support breastfeeding and optimal young child feeding worldwide. On this date 20 years ago, WABA began as a global force for happiness, riding on the impetus of the Innocenti Declaration of 1990 to bring about the needed change for healthier mothers and babies, and by extension, a better world. As a network of networks and organisations, the thrust of WABA's work has been to provide common platforms for action and facilitate collective action globally. The World Breastfeeding Week (WBW) has been one such common action, already in its 19th year.



Here comes the Breastfeeding Gateway!

Now to celebrate 20 years, the WABA Secretariat is launching another major effort that involves the collective contribution of the global breastfeeding Core Partners in order to provide yet another service for the wider network. This is the Breastfeeding Gateway! The Gateway team has worked hard to ensure that this gift would be ready in time for WABA's birthday so that all involved can benefit. Here's a message from the Gateway team:

"Dear friends of the breastfeeding movement,

Greetings from the WABA Secretariat!



*In conjunction with WABA's 20th Anniversary on 14 February 2011, WABA is pleased to announce the launch of the **Breastfeeding Gateway** website (www.bfgateway.org). With a multitude of breastfeeding information available online, one may be overwhelmed by the abundance of resources, articles, forums, and support services. This Gateway was developed as a "one-stop-centre" that links you with up-to-date breastfeeding information and related tools that already exist on the internet. You'll be able to refine your search from a comprehensive pool of relevant and accurate breastfeeding resources based on your interests and needs. The Gateway will help to mitigate the search process as it identifies several key resources as a starting point for your navigation process. Ultimately, it minimises the time spent searching so you can start learning!*

This gateway is still in its beta (testing) phase and will require some fine-tuning to maximise its usability and effectiveness. The Gateway Development Team (comprising of Sam Shng, Julianna Lim, Chuah Pei-Ching, Denise Fisher (ILCA/WABA Fellow), and Katherine Houg) has developed this Gateway based on an original template from Nand Wadhvani (WABA International Advisory Council Member). They have spent the last few months researching and compiling a thorough list of resources on a variety of breastfeeding related topics drawing input from the WABA General Assembly and the breastfeeding network,

The gateway is NOT meant to replace any existing breastfeeding websites. If anything, it will bring more traffic to these sites. It also differs from a traditional website in that several of the sections are self-updating in order to highlight the most up-to-date information. Our hope is that the site will eventually become your home browser, a "gateway" to breastfeeding advocacy, research, and awareness as it happens in real-time!

Your feedback is very much appreciated on the content and links which will help us continue to improve this service. We look forward to hearing from you soon!

All the best,

The Gateway Development Team

We welcome Contributions!

20 years ago in the history of the breastfeeding movement, global financial support from international agencies and Western governments was quite strong and WABA, including other breastfeeding organisations, benefited from a supportive donor environment. Unfortunately, such a climate is changing and it has become increasingly challenging to raise funds for work on breastfeeding and optimal young child feeding. This challenge has already meant cutting or delaying some of our pre-planned activities. While our fundraising efforts continue, WABA would like to make an appeal to everyone who has benefited from being part of this network or connected in some way. We would like to continue to provide relevant services and facilitate actions deemed needed by the network. So if you feel you have been touched by WABA and would like us to continue, consider making a contribution for the network's sustainability. Any amount is welcome! This can be done via paypal on WABA's website <http://www.waba.org.my> or you could write to us if you would like to contribute in some other way.

The Secretariat is grateful to all those who have been contributing to WABA over the years in various capacities, and thanks you for your consideration of the above appeal. We hope that collectively we can continue our common work in the years to come and with many more anniversaries to celebrate our collective achievements!

With best wishes, success, joy and prosperity!

Sarah Amin
Executive Director
WABA Secretariat