

End of Year THANK YOU, and Announcement of WBW 2016 Slogan and Theme

Dear World Breastfeeding Week (WBW) 2015 Celebrants and Supporters,

Season's Greetings from the WABA Secretariat!

As we approach the end of 2015, WABA would like to sincerely thank all WBW celebrants from across the world who celebrated World Breastfeeding Week so positively and enthusiastically.

To date we have received **381** pledges for events taking place globally; these and reports sent to us have tabulated involvement of **13,245,217** WBW 2015 celebrants. There were also endorsements and celebrations by UNICEF, the World Health Organisation (WHO) and the International Labour Organisation (ILO).

THANK YOU for all your great work and participation, and **Congratulations** to everyone involved for making WBW 2015 a success!

WABA is pleased to announce that the slogan for **WBW 2016 World Breastfeeding Week** is: **'Breastfeeding: A key to Sustainable Development'**

This WBW 2016 theme will focus on breastfeeding in relation to sustainability, and most importantly to the Sustainable Development Goals. WABA Co-Executive Director, Dr Amal Omer-Salim, has been appointed Key Writer for the WBW 2016 Calendar Announcement, Action Folder etc, working with small team of WABA Steering Committee members, and Core Partner representatives.

As Dr Omer-Salim explains: *"In very simple terms, sustainable development means development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Breastfeeding is a key to sustainable development. This is particularly through the links between breastfeeding and nutrition and food security; health, development and survival; achieving full educational potential and economic productivity and the fact that breastfeeding is an environmentally sustainable method of feeding compared to the alternatives. In 2016 a new set of universal global development goals will come into being. The [Sustainable Development Goals \(SDGs\)](#) build on the 'unfinished business' of the Millennium Development Goals (MDGs), and will guide development agendas for the next 15 years. There are 17 goals that apply to all countries alike, covering broad issues such as climate change and poverty reduction, but also more specific issues including 1) ending hunger and improving both under and over nutrition; 2) ensuring healthy lives and promoting well-being; 3) ensuring equitable education, and 4) ensuring sustainable agricultural production and consumption. However, breastfeeding is not explicitly mentioned in any of the goals. Therefore the breastfeeding movement needs to position breastfeeding in as many ways as possible. This will help to ensure that breastfeeding is not forgotten in the new era of the SDGs".*

WBW 2016 Objectives are to:

1. To inform people about the new Sustainable Development Goals (SDGs) and how they relate to breastfeeding and Infant and Young Child Feeding (IYCF).
2. To firmly anchor breastfeeding as a key component of sustainable development.
3. To galvanise a variety of actions at all levels on breastfeeding and IYCF in the new era of the (SDGs).
4. To engage and collaborate with a wider range of actors around the promotion, protection and support of breastfeeding.

The Calendar Announcement is being developed and should be ready for distribution in January 2015. So do keep a look out for it.

WABA looks forward to actively collaborating with you all for WBW 2016.

Wishing you Seasons Greetings, and a very Happy New Year!

Jennifer Mourin, *World Breastfeeding Week (WBW) Global Coordinator, WABA*

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