



World Alliance for
Breastfeeding Action

April 2018

– April Newsletter –

BREASTFEEDING FOR A SUSTAINABLE WORLD



Welcome to the first WABA newsletter of 2018!

A lot of work remains to be done to prevent the 823 000 child and 20 000 maternal deaths each year. WABA, together with our allies, are stepping up the work to protect, promote and support breastfeeding this year.

In our triannual newsletters, we will share updates on our campaigns and news of our activities with you. We need your support to increase the momentum of collective action and achieve greater impact throughout 2018. Together, we can create an enabling environment where mothers and families are supported to feed and care optimally for their infants and young children.

2018 is yet another exciting year for breastfeeding. The WBW 2018 slogan Breastfeeding- Foundation of Life gives much food for thought and an



imperative to take action. We look forward to working more collaboratively with all our partners to increase breastfeeding rates around the world.

Dr Amal Omer-Salim
WABA Executive Director

OUR CAMPAIGNS

World Breastfeeding Week 2018



Breastfeeding is a universal solution that gives everyone a fair start in life and lays the foundation for good health and survival of children and women. This year, #WBW2018 focuses on preventing malnutrition, ensuring food security and breaking the cycle of poverty.

Read our [Announcement](#),

Warm Chain of Support for Breastfeeding



The breastfeeding mother-baby dyad needs to be protected and cared for particularly in the first 1,000 days timeline.

To create a [#WarmChain](#) of support, we need to link different actors within the healthcare and community settings. By doing this, we can link breastfeeding to

Empowering Parents Campaign

Human rights and gender equality are vital to achieving a sustainable world. Breastfeeding is a right of every mother and it is essential to fulfill every child's right to adequate food and the highest attainable standard of health.

However, a lot remains to be done in addressing work as a major barrier to continued breastfeeding. Globally, more than 800 million women workers (41%) still do

use our [Logo](#), [Poster](#) or [Action Folder](#) in your advocacy efforts. Our materials will be available in a variety of different languages so do visit our website for further updates.

We will be launching our WBW Seed Grants soon. Recipients will be selected primarily from individuals and organisations that have submitted their [WBW2018 Pledges](#) so don't forget to pledge your event.

**WBW 2018
Website**

the [Sustainable Development Goals \(SDGs\)](#) and contribute to maternal and infant survival, health and wellbeing.

Are you a [midwife](#), [lactation consultant](#) or [nutritionist/dietitian](#)? Check out our postcards to see how you can contribute to the warm chain now. We will be launching our postcards for pediatricians and academicians soon so do stay tuned!

**A Warm Chain
leads to a
Sustainable
World**

**Participate in the
Warm Chain
survey**

not have adequate maternity protection, and paternity leave is only offered in 92 countries.

WABA created the #EmpoweringParents Campaign to create adequate social protection conditions that will facilitate the integration of parents' productive and reproductive work in both formal and informal settings.

As a symbol of our commitment to gender equitable social protection measures, WABA provided [Parent-Friendly Workplace Seed Grants](#) to the Samaj Kalyan Foundation (India), the Centro de Apoyo de Lactancia Materna (El Salvador), Nutri@ctive Zimbabwe (Zimbabwe) and Nutri-urban Swaziland (Swaziland).

**EPC Concept
Note**

BREASTFEEDING ADVOCACY & PRACTICE (BAP) COURSE

Breastfeeding: Advocacy & Practice

Eighth course for doctors, midwives & other senior health professionals

9th – 22nd September 2018
George Town, Penang, Malaysia

ORGANISED BY



Infant Feeding Consortium (IFC),
United Kingdom



World Alliance for Breastfeeding Action
(WABA), Penang

<http://waba.org.my/bap/>



Improving breastfeeding rates is one of the most effective ways for countries to save lives and make progress towards achieving the Sustainable Development Goals. Countries need to have enough people with expertise in infant feeding who can lead programmes, train health professionals, monitor the Code and advocate for change.

This two-week evidence-based BAP course aims to develop participants' competency for breastfeeding support and advocacy. The course is organised by the World Alliance for Breastfeeding Action (WABA) and held in collaboration with the Infant Feeding Consortium (IFC).

If you are interested in attending, please send us an application to reserve a place.

[Read more about the BAP course](#)

[Apply for the BAP course now](#)

OUR ACTIVITIES

Between January and April 2018, WABA was involved in a variety of advocacy efforts such as:



- Attended the ASEAN Creating Breastfeeding Friendly Health Systems and Beyond workshop organized by [Alive & Thrive](#) and [UNICEF](#) in Da Nang, Vietnam
- Revived the [Making Penang Breastfeeding Friendly](#) project by bringing together all the stakeholders to develop an action plan



- Launched the [Breastfeeding Mother Support E-Newsletter \(V15N2\)](#)



- Produced the 2018 [International Women's Day](#) statement focusing on empowering and transforming women's lives
- Launched our [First Food for Thought](#) blog as a platform to the myriad voices of the movement, offering diverse perspectives and creative common sense solutions to inspire and stimulate action
- Coordinated the [Joint Statement for the Commission on the Status of Women \(CSW62\)](#) with the International Lactation Consultant Association ([ILCA](#)) and the Academy of Breastfeeding Medicine ([ABM](#))
- Involved in [discussions with WHO and UNICEF](#) regarding the revision of the [Global Baby-Friendly Hospital Initiative](#)



- Collaborated with La Leche League International ([LLL!](#)) on the [World Health Day statement](#) focusing on universal health coverage for everyone, everywhere



World Alliance for Breastfeeding Action (WABA) is a global network of individuals & organisations concerned with the protection, promotion & support of breastfeeding worldwide. WABA action is based on the Innocenti Declaration, the Ten Links for Nurturing the Future and the Global Strategy for Infant & Young Child Feeding. Its core partners are International Baby Food Action Network (IBFAN), La Leche League International (LLL), International Lactation Consultant Association (ILCA), Wellstart International and Academy of Breastfeeding Medicine (ABM). WABA is in consultative status with UNICEF & an NGO in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC).

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