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.

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!

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).
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.
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