



Greetings on Valentine's Day and WABA's 28th Anniversary!



On Valentine's day, 28 years ago the World Alliance for Breastfeeding Action (WABA) was born. WABA has grown over the years in terms of the network and the range of issues covered. One consistent activity has been World Breastfeeding Week (WBW) which is now recognised by the World Health Assembly. WBW is celebrated in over 170 countries and engages millions of people in all walks of life.

Another key activity has been the Breastfeeding Advocacy and Practice (BAP) course which has trained resource persons in over 30 countries worldwide. The momentum for action that has been raised will help ensure that more children are breastfed and get the best start in life. Creating a warm chain of support across the 1000 days from pregnancy to the child's second birthday and empowering parents with information and support are some of the strategies for the future.

Revamped WABA Website

The [revamped WABA Website](#) is here! We have revamped our website to make it more user-friendly and interactive. We hope that the website will now act as a platform to engage with others working to protect, promote and support breastfeeding globally. In line with our role as an alliance, we will continue to provide you with updated and relevant information, as well as connect you with our pool of experts. Participate in our [weekly poll](#), view our [latest activities](#), [take action](#) in our global campaigns, [be empowered](#) through our capacity-building platforms, [get involved](#) in our work, [contribute](#) financially to the cause, [sign up](#) for updates and news, [contact us](#) if you have

questions, or visit our [Resource Hub](#) - a repository of materials and resources by WABA and our partners.



Visit our website to discover the full spectrum of functions, and don't forget to provide your feedback on the website or by emailing us at waba@waba.org.my. We look forward to staying connected!

World Breastfeeding Week (#WBW2019)

Gender-equitable parental social protection in all its forms can help enable breastfeeding. The [#WBW2019](#) slogan is Empower Parents, Enable Breastfeeding. The objectives of WBW 2019 are to:

- Inform people about the links between gender-equitable parental social protection and breastfeeding
- Anchor parent-friendly values and gender-equitable social norms at all levels to support breastfeeding
- Engage with individuals and organisations for greater impact
- Galvanise action on gender-equitable parental social protection to advance breastfeeding

The [#WBW2019](#) logo is now ready:



WABA | WORLD BREASTFEEDING WEEK 2019

WABA will be offering some support to innovative activities through the WBW2019 Seed Grants Project. Stay tuned for more information on our #WBW2019 Poster, Website, Action Folder and other relevant resources!

Partnerships

[Protecting, promoting and supporting](#) breastfeeding worldwide requires that we work together. [WABA's role](#) as an alliance involves being responsive to our network, as well as expanding the alliance by working with diverse stakeholders at different levels. We recently undertook an extensive governance review. Improvements in terms of governance structure, communication, and strategies to respond to the current [breastfeeding landscape](#) will be implemented in the near future.

The WABA 2018 Global Breastfeeding Partners Meeting (GBPM2018) brought together more than [25 global partners](#) to develop innovative and impactful ways of achieving the overall goals of WABA's campaigns. The campaigns are [World Breastfeeding Week \(WBW\)](#), [Warm Chain \(WC\) of Support for Breastfeeding](#), and [Empowering Parents Campaign \(EPC\)](#). Some of the highlights of this meeting include Dr Laurence Grummer-Strawn's (WHO) presentation on the 2018 updated implementation guidance of the [Breastfeeding-Friendly Hospital Initiative](#), Dr Amal Omer-Salim's (WABA) discussion of the [Warm Chain concept](#), the panel discussion on [father and community support](#), as well as a presentation on the [WBW-SDGs campaign](#).

We would like to thank our donors over the years, especially the Swedish International Development Cooperation Agency (Sida) and the Directorate-General for International Cooperation (DGIS) for supporting WABA and its partners.

As we move towards the next decades, we will be expanding our partnerships, aligning with other global initiatives and platforms and engaging more young people for greater impact.

Do join us on this journey!



The World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organisations concerned with the protection, promotion and support of breastfeeding worldwide based on the Innocenti Declarations, the Ten Links for Nurturing the Future and the WHO/UNICEF Global Strategy for Infant and Young Child Feeding. Its core partners are international Baby Food Action Network (IBFAN), La Leche League International (LLL), International Lactation Consultant Association (ILCA), and Academy of Breastfeeding Medicine (ABM). WABA is in consultative status with UNICEF and an NGO in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC). WABA is incorporated in Malaysia as World Alliance for Breastfeeding Action Bhd (847762-P), a non-profit company limited by guarantee.

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