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[World Breastfeeding Week 2018 Press Release](#)

#WBW2018 focuses on how breastfeeding helps prevent malnutrition in all its forms, ensures food security even in times of crisis and breaks the cycle of poverty. Breastfeeding is the #FoundationOfLife.

View the #WBW2018 [Press Release](#) as well as other relevant resources in our [Media Kit](#) now.



"If breastfeeding did not already exist, someone who invented it today would deserve a dual Nobel Prize in medicine and economics"

—Kath Hansen, World Bank

The 813 000 child deaths, 20 000 maternal deaths, and \$302 billion in economic losses each year are stark reminders of the current reality. All of these, and more, could be prevented by scaling up breastfeeding.

Breastfeeding not only saves lives and money, it is the #FoundationOfLife. #WBW2018 focuses on how breastfeeding helps prevent malnutrition in all its forms, ensures food security even in times of crisis and breaks the cycle of poverty. With #WBW2018 just around the corner, it is time to take stock of our progress.

In 2015, the United Nations launched the Sustainable Development Goals (SDGs), an agenda to transform our world through sustainable development by 2030. Some progress has been made in relation to the 17 SDGs, however, it has been slow. We must step up our efforts to reach the targets of the 2030 Agenda, and ensure that no one, and no issue is left behind. World Breastfeeding Week can help do just that.

WABA took on this challenge through our #WBW-SDGs campaign, making links between breastfeeding and each of the SDGs. Our annual World Breastfeeding Week campaign highlights these links to ensure that the protection, promotion and support of breastfeeding is key to sustainable development.

Malnutrition, food insecurity and poverty affect millions and stand in the way of sustainable development. The 2018 Sustainable Development Goals Report highlights the importance of focusing on these problems. World hunger is rising again, in part due to food insecurity and other crises such as conflict, drought and disasters associated with climate change. Obesity and chronic diseases are rampant. Pockets of the worst forms of poverty still persist and the gap between rich and poor is increasing.

Preventing malnutrition in all its forms

Ensuring food security, even in times of crisis

Breaking the cycle of poverty

Globally, there were **155 million** children under 5 years of age stunted, 52 million wasted and 41 million overweight.

In low- and middle-income countries, babies who were breastfed had a **21%** lower risk of death in their first year compared with babies who were never breastfed.

It is estimated that breastfeeding reduces the risk of overweight and obesity by about **10%** compared to formula feeding.

More than **1.9 billion** adults (18 years and older) were overweight. Of these, over 650 million were obese.

Globally, **815 million** people are chronically food-insecure and malnourished and the vast majority (489 million) live in countries affected by conflict.

The global infant formula market is predicted to reach sales of almost **\$70.6 billion** by 2019.

More than **4000 litres** of water are needed to produce just 1 kg of infant formula powder.

1% The quantity and quality of milk production is still only unaffected by a woman's nutritional status, except in severely malnourished women (only 1 percent of women).

Globally, there were about **60 million** refugees and displaced populations, many of whom are young children and women at risk of multiple forms of malnutrition, who can benefit from breastfeeding.

1 in 5 people in developing regions still live on less than \$1.90 a day.

Breastfeeding is one of the best investments in global health. **Every \$1 invested in breastfeeding generates \$35** in economic returns.

Shorter durations of breastfeeding for children were associated with a **2.6-point loss in IQ scores**.

Not breastfeeding is associated with **economic losses of about \$302 billion** annually or 0.45% of world gross national income.

One intervention that is often overlooked in overcoming these problems is breastfeeding. Optimal breastfeeding helps prevent malnutrition in all its forms with positive lifelong effects on both children and mothers. Breastfeeding is a climate-smart decision that helps ensure food security even in times of crisis. Breastfeeding improves the health and wellbeing of women and children and is the foundation of a country's development and future. It is the great equaliser that can help break the cycle of poverty. Protecting, promoting and supporting breastfeeding is crucial for the health of our planet and its people.

By keeping the mother-baby dyad in focus and creating a #WarmsChain of support for breastfeeding, we can achieve the [World Health Assembly \(WHA\)](#) target of at least 50% exclusive breastfeeding by 2025. This will also bring us closer to achieving the SDGs.

Together, we can inform, anchor, engage and galvanise on breastfeeding as the foundation of life. Everyone has a role to play in ensuring a healthier, more prosperous and sustainable future. How will you celebrate World Breastfeeding Week 2018?

OBJECTIVES OF #WBW2018

INFORM
people about the links between good nutrition, food security, poverty reduction and breastfeeding.

ANCHOR
breastfeeding as the foundation of life.

ENGAGE
with individuals and organisations for greater impact.

GALVANISE
action to advance breastfeeding as a part of good nutrition, food security and poverty reduction.

Celebrate #WBW2018 by visiting our [website](#) for the latest materials, [social media kit](#), [media kit](#) and other resources. [Join](#) and report your own event now.
Happy World Breastfeeding Week!

Read the Press Release

View the Media Kit

Happy World Breastfeeding Week!



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