



WABA 2019 Mother's Day message

A warm chain of support for breastfeeding

[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. [Global data](#) shows that many women initiate breastfeeding but do not continue breastfeeding for as long as they wish. Lack of access to unbiased information and support throughout the breastfeeding journey are key barriers.

[Optimal breastfeeding](#) helps prevent malnutrition in all its forms with positive lifelong effects on both children and mothers. [Scaling up optimal breastfeeding](#) could also prevent more than 823 000 child and 20 000 maternal deaths each year. There is strong evidence that optimal breastfeeding has many positive effects on the mother by reducing the risk of breast and ovarian cancers, lowering the risk of hypertension and helping with birth spacing.

Breastfeeding is a matter of [human rights](#) for both mother and child. Relevant international human rights treaties emphasise the need to provide all necessary support and protection to mothers and their infants to facilitate optimal feeding practices. Breastfeeding is not just a woman's issue or the sole responsibility of a woman. The protection, promotion and support of breastfeeding concern all of society and require a team effort. By bringing together partners, families, communities, healthcare systems and workplaces, we can create a [warm chain of support for breastfeeding](#).

[Join us](#) to create a warm chain of support for breastfeeding in your community!

On Mother's Day 2019, the [World Alliance for Breastfeeding Action \(WABA\)](#) salutes all those who do the vital work of breastfeeding, caregiving and support.

#MothersDay #WarmChain #breastfeeding #WABA #WithoutMom #EWEC



Share



Tweet



Forward



The World Alliance for Breastfeeding Action (WABA) is a global network of individuals & organisations dedicated to the protection, promotion & support of breastfeeding worldwide based on the Innocenti Declarations, the Ten Links for Nurturing the Future and the WHO/UNICEF 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) 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).

Copyright © 2019 World Alliance for Breastfeeding Action (WABA), All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#)