

Mobilising support for breastfeeding at all levels

WABA Strategic Plan 2014 – 2018

Goal: *To contribute to maternal and child health and survival through improved optimal breastfeeding.*

This goal will be achieved by establishing WABA as the backbone organisation in the world of breastfeeding action. Therefore, WABA will facilitate a cohesive, contemporary and sustainable global alliance of breastfeeding organisations and allies that will mobilise actions at various levels.

The backbone/facilitation role entails fulfilling the following functions:

1. To provide a response to critical, urgent and emerging issues and mobilise mass action (NB/ involves communication, social mobilization and advocacy functions). **STRATEGIC OBJECTIVE 1**
2. To advocate for PPS of breastfeeding in the global development agenda - including reproductive health and new born care/child health, maternity protection, community support, HR, food sovereignty and nutrition, and sustainable environment/climate change agenda (NB/ involves advocacy and communication functions, and capacity building e.g. BAP). **STRATEGIC OBJECTIVE 2**
3. To better define and increase understanding of the WABA Alliance (involves development and relationship building/networking functions, and methods of communicating) **STRATEGIC OBJECTIVE 3**
4. To increase engagement with Core Partners, allies and cadres, and build mutual support (NB/ involves governance, networking and communication functions). **STRATEGIC OBJECTIVE 4**

All this will be met via the following 4 Strategic Objectives:

Strategic Objective 1

To facilitate and mobilise public awareness (information/communication) and action on IYCF at all levels of society, across generations, with multiple partners to garner support for breastfeeding women

Sub-objectives

1. To increase the momentum for action on IYCF in support of breastfeeding women via WBW and other popular campaigns
2. To increase effective communications/dissemination of WABA messages and 'products' to all target groups

Outputs

1. Annual WABA World Breastfeeding Week campaign (including creative materials, innovative follow up and integration/synergy with other initiatives) organized globally as a year-long strategy/activity
2. Targeted campaigns and materials to engage young people and/or various other target groups (e.g. via social

media, and other interactive and alternative channels).

3. A range of responsive information/communications services from mainstream to alternative media (publications, social media, e-activism, creative media) provided to support and strengthen the breastfeeding network and to link with other stakeholders

Strategic Objective 2

To identify and analyse gaps in leadership and advocacy in the global network, and address priorities (value added prioritisation)

Sub-objectives

1. To advocate for supportive and protective environments for pregnant and lactating women working in the formal and informal economy by performing a) legislation/policies in line with international standards, b) practical support in the workplace (e.g. Empowering Parents Campaign)
2. To promote skilled peer counseling, mother to mother support, community support systems and health systems (Warm Chain).
3. To promote and facilitate more comprehensive education and training at all levels in breastfeeding and related issues; continue to advocate for and promote the BFHI and mother-friendly practices.
4. To address gender in all WABA activities: breastfeeding as a woman-centric issue; men's roles in breastfeeding etc.
5. To advocate for PPS and IYCF issues in other developmental agendas e.g. food sovereignty and nutrition, and sustainable development and environment/climate change

Outputs

1. a) Strategic advocacy directions for MP identified and national and local measures that support working women to combine paid and reproductive work in both the formal and informal sectors
b) Recommendations of a global consultations on MP available and visibility of MP on all levels increased
c) Working women module for Peer Counseling (PC) capacity building and advocacy particularly targeting informal sector
2. Increased awareness of the need for mother support and peer counseling systems in communities and healthcare systems (warm chain)
3. Increased gender mainstreaming in IYCF policy and programs implementation to safeguard against gender discrimination and contribute towards poverty alleviation
4. Health professionals, educators, peer counsellors and advocates have knowledge (e.g. BAP and other trainings), capacity and skills to integrate IYCF in their pre and in-service training programs and implementation of BFHI (output 3, LFA 2); and conduct general promotion of BFHI and mother-friendly care
5. Clear conceptual link between breastfeeding and optimal IYCF and the Sustainable Development Goals, Human Rights, right to food and nutrition framework as well as alliance/food movement established and promoted

Strategic Objective 3

To strengthen WABA's ability to fulfill its development and networking roles

Sub-objectives

1. To develop strategic and sustainable human and financial resources
2. To create and maintain effective, strong and sustainable WABA network for the achievement of the overall objectives (CPs, new allies, national cadres and other GA structures)
3. To ensure a sustainable future base of breastfeeding advocates (Youth)

Outputs

1. Enhanced technical capacity and human resources and increased financial resources (new funding solicited)
2. Enhanced geographic and programmatic base of breastfeeding advocates and allies
3. Increased collaboration with CPs to and new allies to expand the regional and global stakeholders
4. Stronger WABA General Assembly (GA) structures (pending review of governance structures)
5. New cadres of WABA Regional/Country representatives developed to serve as liaison with all breastfeeding and related entities (pending outcome of governance structure review)
6. Increased youth base and stronger involvement of youth in programmes and governance within the network.

Strategic Objective 4

To ensure good governance and effective/efficient operations, mechanisms and processes (including participation, transparency, accountability, integrity and equity), to sustain and strengthen the breastfeeding networkⁱ (Governance)

Sub-objectives

- 1) To ensure WABA's facilitation role through good governance mechanisms and processes:
 - a) SC/BOD/Berhad
 - b) General assembly structures (pending revised governance structure)
 - c) Core Partners engagement
 - d) Endorsers and new country cadres
- 2) To ensure the administrative and coordination activities of the WABA secretariat conducted with transparency, accountability, efficiency and effectiveness.
- 3) To effectively manage the WABA-IBFAN Consortium funded by SIDA as set out in the TOR for Focal Point and Funding Agreement.

Outputs

- 1) WABA programme plans (including Sida consortium/gBICS). implemented, regularly monitored, reviewed and results communicated to partner constituency
- 2) Revised and operational good governance structure with greater engagement of CPs;
- 3) Efficient and accountable management system ensured by WABA (M&E systems in place)
- 4) Application of administrative accounts systems consistently ensured in WABA and throughout consortium (SCOA/MOM)
- 5) Effective and efficient coordination and administration of consortium project and compliance with the terms and conditions of the agreement with Sida/donor (focal point role) outlined in a ToR. *
- 6) End of cycle (external) evaluation of consortium programmes conducted
- 7) The institutional collaboration among consortium partners is effectively ensured

ⁱ in accordance with the WABA Working Principles and Management Operational Manual