



Greetings on Valentine's Day and WABA's 29th Anniversary!



The [World Alliance for Breastfeeding Action \(WABA\)](#) was formed on 14 February 1991. We have grown over the years both in terms of the network and the range of topics covered.

After an extensive governance review, we have now started a new organisational model with affiliates and partners. We believe that this model will make the work more effective and efficient. We will be sharing more information about how you can become part of the new WABA in the near future.

Our flagship campaign [World Breastfeeding Week \(WBW\)](#) has been a constant and now engages celebrants in more than 170 countries. Celebrants include millions of people of all ages and backgrounds. The slogan for #WBW2020 is [Support breastfeeding for a healthier planet](#).

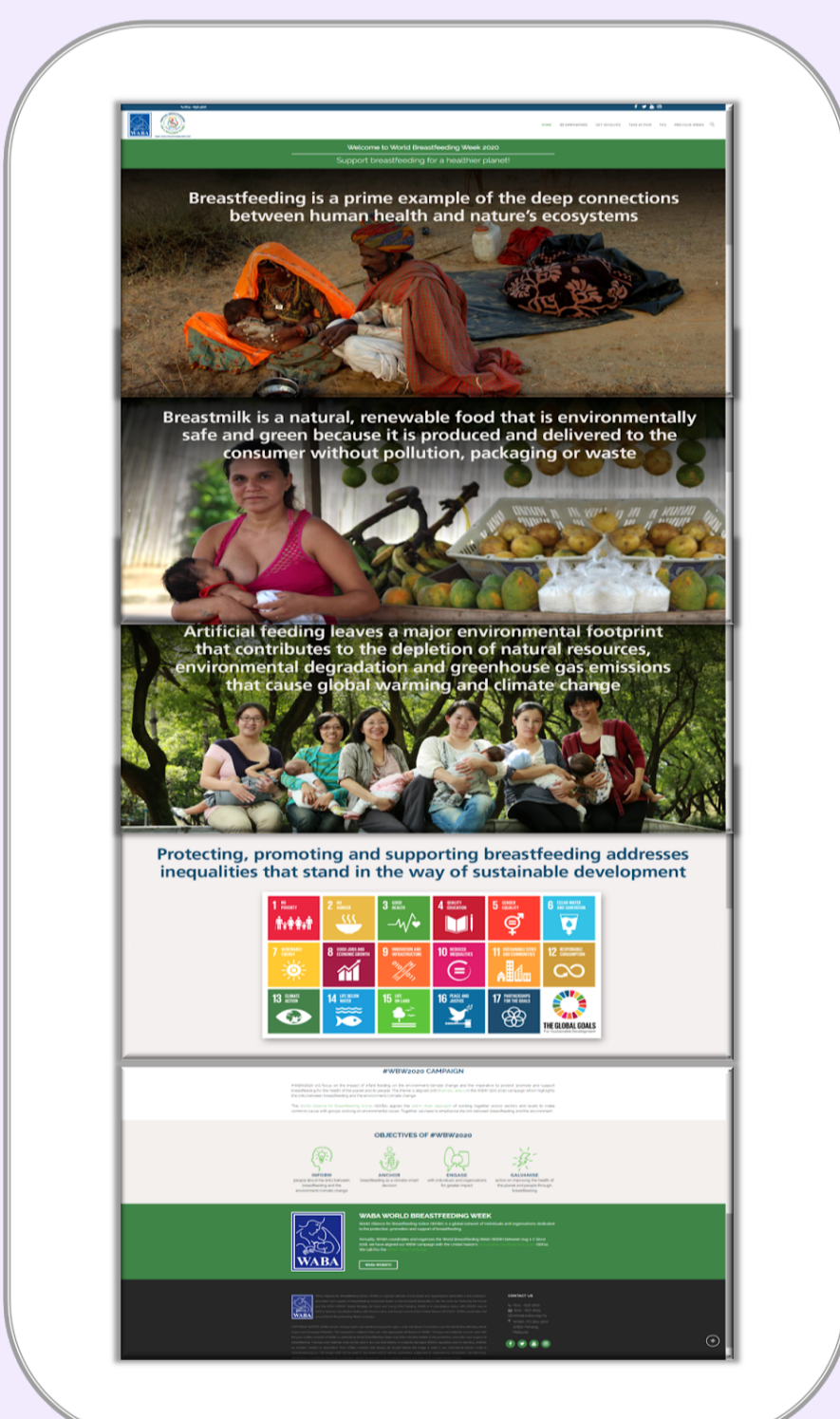
WBW2020 focuses on the need to support breastfeeding in light of the challenges facing our planet and its people. Join us in making #WBW2020 a success. Check out our logo below, as well as our dedicated [WBW website](#) and social media for more information and ideas for action. [Pledge to participate](#) in the #WBW2020 celebration by sending us details of any events or activities you organise.

#WBW2020 LOGO



WABA | WORLD BREASTFEEDING WEEK 2020

#WBW2020 WEBSITE HOMEPAGE



We are excited to announce that WABA will be offering a few small #WBW2020 seed grants to encourage activities that will inform, anchor, engage and galvanise action to support breastfeeding for a healthier planet. Look out for the official announcement in April 2020 on our website and social media.

We wish all our partners around the world a Happy Valentine's Day and look forward to working more closely with you wherever you are!



World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organisations dedicated to 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. 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 coordinates the annual World Breastfeeding Week campaign.

www.waba.org.my