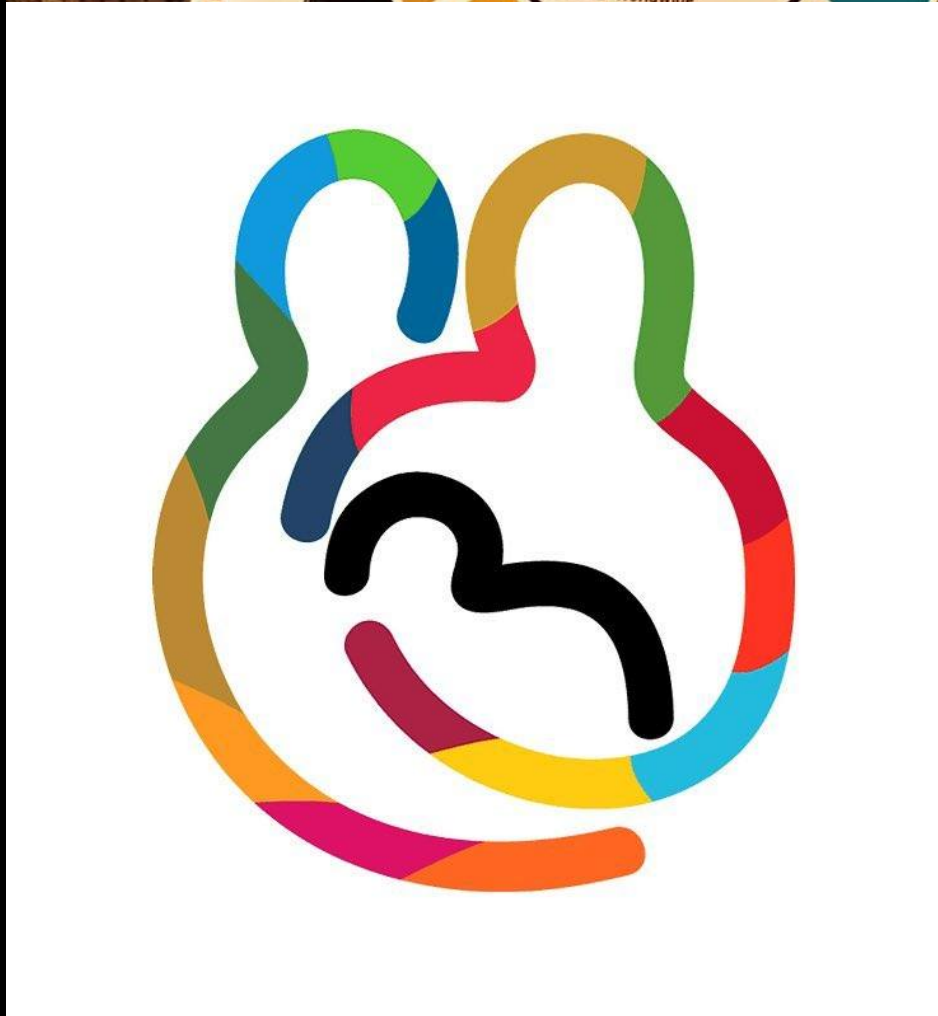


THIS VALENTINE'S DAY



WABA TURNS 30!



On Valentine's Day in 1991, the World Alliance for Breastfeeding Action (WABA) was formed as a global network of individuals and organisations dedicated to the protection, promotion and support of breastfeeding.

As we celebrate our 30th birthday in the midst of a global pandemic, we reflect on lessons learned on how to protect and support breastfeeding to improve survival, health and wellbeing.

Here are some highlights of what we have achieved together over the three decades:

1991-2000

- WABA was formed based on the [Innocenti Declaration](#) on the protection, promotion and support of breastfeeding
- [Mother-Friendly Workplace Initiative \(MFWI\)](#) to support working breastfeeding women
- [Beijing Platform for Action](#) at the 4th World Conference on Women to include breastfeeding
- [Ten Links for Nurturing the Future](#) action tool
- [World Food Summit](#) meetings to link with food and environmental groups
- [International Labour Organization \(ILO\) Maternity Protection Convention](#) revision at the 88th ILO Conference (Geneva)

2011-2020

- [Understanding International Policy on HIV and Breastfeeding Kit - A Comprehensive Resource](#)
- WABA Global Breastfeeding Partners' Meeting (India, Malaysia)
- [Symposium Contemporary Solutions to an Age-old Challenge: Breastfeeding and Work](#) (Sweden)
- Member of the [Global Breastfeeding Collective \(GBC\)](#)
- [World Breastfeeding Week \(WBW\)](#) campaign alignment with the UN Sustainable Development Goals (WBW-SDGs)
- [Warm Chain of Support for Breastfeeding](#) campaign
- [Empowering Parents Campaign](#)
- [Understanding International Policy on HIV and Breastfeeding: A Comprehensive Resource](#)
- Making Penang Breastfeeding Project (MPBF)
- Review of the [Revised Baby-friendly Hospital Initiative 2018](#)
- World Breastfeeding Week [recognised by the United Nations as a valuable means to promote breastfeeding](#) at the 71st World Health Assembly (WHA71)

2001-2010

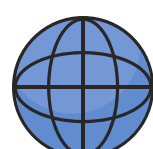
- WABA Global Breastfeeding Partners' Meeting (Brazil, Tanzania, Costa Rica, Malaysia)
- WABA-UNICEF [Colloquium on HIV/AIDS and Breastfeeding](#)
- [Global Initiative for Mother Support \(GIMS\)](#) & [Global Initiative for Father Support \(GIFS\)](#)
- WABA-UNICEF [Golden Bow Initiative](#)
- [World Breastfeeding Charter](#)
- [Innocenti+15](#) commemoration
- WABA [YOUTH Initiative](#)
- Co-organised the 1st & 2nd [Breastfeeding Advocacy and Practice \(BAP\)](#) course with the Infant Feeding Consortium (IFC)
- [Breastfeeding Gateway](#)
- [Breastfeeding Quilt Initiative](#)

2021-THE FUTURE

- Compiled useful resources related to [COVID-19 and breastfeeding](#)
- WABA [Affiliate & Partnership membership](#)
- [Ongoing Seed Grant Program](#)
- [World Breastfeeding Week \(#WBW2021\)](#) will focus on how breastfeeding contributes to the survival, health and wellbeing of all, and the imperative to protect breastfeeding worldwide

The breastfeeding landscape has changed over the last decades with more actors and more complex challenges. The COVID-19 pandemic has affected the world and we must all do our part to curb the spread and minimise suffering.

Join WABA and our partners in building a better world for all breastfeeding families! Tell us how WABA has influenced/inspired you.



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