



Working together to improve breastfeeding: WABA Turns 31!

The World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organisations dedicated to the protection, promotion and support of breastfeeding.

Breastfeeding plays an important role in managing the double burden of malnutrition in addition to providing food security and reducing inequalities.

The COVID-19 pandemic has drastically affected health, nutrition and livelihoods, including breastfeeding families' circumstances and decisions on infant feeding. Breastfeeding support systems were negatively affected when health systems were overburdened during the pandemic.

In striving to build back better systems, we must not only restore breastfeeding support systems to pre-pandemic levels but transform and strengthen the capacity of these systems in order to achieve the global nutrition targets by 2025 and Sustainable Development Goals by 2030.

We all have a role to play in creating a breastfeeding-friendly environment for all. Join WABA as an affiliate/partner.

Get involved in our work to protect, promote and support breastfeeding.

Join our campaigns including World Breastfeeding Week, the Warm Chain of Support for Breastfeeding and Empowering Parents :



World Breastfeeding Week



Empowering Parents
Campaign

Celebrating 30 years of World Breastfeeding Week

WABA's annual flagship campaign, World Breastfeeding Week (WBW), turns 30 this year. WBW themes have covered a variety of breastfeeding issues and agendas relevant to global breastfeeding advocacy. Celebrated in over 170 countries and by millions of people, WBW campaigns have increased global awareness and action on breastfeeding issues. Since 2016, WBW is aligned with the Sustainable Development Goals (SDGs). Let's take a look at some of the impact of WBW throughout the decades:



[Learn more](#)



Hospitals & Healthcare Practices

WBW has focused global attention on activities aimed at changing hospital practices to support breastfeeding, revitalise BFHI activities within the health systems, and ensure that health workers who care for mothers and babies are adequately trained to counsel and support them in optimal infant feeding practices.

Gender & Rights

WBW has highlighted and advocated for breastfeeding as a part of fundamental human rights: the rights of women and children, right to food, health and care. WBW continues to educate the public on their rights as working parents, the role of partner and family support and the importance of implementing maternity and parental leave legislation, both in the formal and informal sectors.

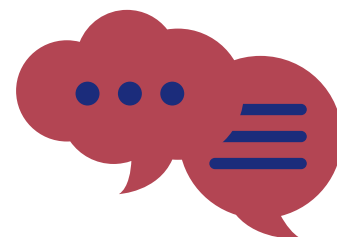


Breastfeeding Support

WBW emphasised the importance of comprehensive Code compliance and monitoring to protect breastfeeding and regulate exploitative practices by breastmilk substitute (BMS) industries. Campaigns have also shone a light on peer counselling as one of the most cost-effective and impactful means of increasing breastfeeding rates.

Information & Communications

Working with partners from various fields including activism, art and media, WBW has been highly engaging, reinforcing the message that everyone has a part to play. WABA and WBW celebrants have organised both physical and virtual events on platforms like social media and traditional media, increasing the reach of the campaigns and thematic key messages to audiences all around the globe.



The Environment

WBW has emphasised that breastfeeding is a prime example of the deep connections between human health and nature's ecosystems. Campaigns have also shared information on the ecological footprint of BMS industries, including the carbon trap, energy & resources over-usage, waste creation and water footprint.

International Standards & Policies

WBW rallied action to bridge gaps in breastfeeding and IYCF policies through assessment of strengths and weaknesses, and proper planning for future programmes.

WBW made breastfeeding key to progress and development by aligning WBW campaigns with the Millennium and Sustainable Development Goals. By working with policy-makers at the international and national levels, we can create impactful change.

