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WORLD ALLIANCE FOR BREASTFEEDING ACTION



Happy Mother's day

2025



Prioritise Breastfeeding
Create sustainable support systems
WABA | WORLD BREASTFEEDING WEEK 2025

WABA 2025 Mother's Day message

Create a Warm Chain of Support for breastfeeding for all mothers!

The [World Alliance for Breastfeeding Action \(WABA\)](#) celebrates the incredible dedication of mothers who choose to breastfeed, contributing to the steady rise in [global breastfeeding rates](#). Yet, breastfeeding is not just a mother's responsibility, it requires a sustainable support system to thrive.

For this [#WBW2025](#), we call on governments, healthcare providers, workplaces, communities and families to strengthen the [Warm Chain of Support](#) for breastfeeding. Every mother-baby dyad deserves an enabling environment to breastfeed for as long as they choose. Join us in building sustainable breastfeeding systems to support all mothers.

Happy Mother's Day!

#mothersday #WABA
#breastfeeding #warmchain #wbw2025 #PrioritiseBreastfeeding
#CreateSustainableSupportSystem



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

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