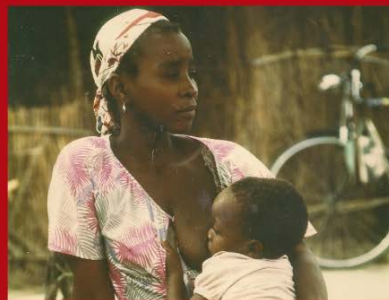


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# WORLD ALLIANCE FOR BREASTFEEDING ACTION

*Happy Mother's day 2026*



WABA Mother's Day Message 2026

## Breastfeeding: A Sustainable Start, Strengthened by Support

10 May 2026

On Mother's Day, the [World Alliance for Breastfeeding Action \(WABA\)](#) reaffirms that **breastfeeding is a shared societal responsibility, not an individual burden**. Every mother deserves the enabling conditions, from robust maternity protections to

skilled counseling that make her choice to breastfeed possible. When systems are designed to support her, breastfeeding becomes the foundation for a child's best start in life.

Breastfeeding is a safe, local, and renewable source of nutrition that provides a **sustainable start**. By strengthening food security and reducing reliance on global supply chains, its impact extends far beyond the individual to benefit entire communities.

However, these benefits are only realized when we **address the structural barriers** including aggressive marketing of breastmilk substitutes that often cause breastfeeding to end too soon. Closing this gap is our collective responsibility.

As we look ahead to [World Breastfeeding Week 2026 \(#WBW2026\)](#), WABA calls on all stakeholders to track what works, evaluate breastfeeding's impact on nutrition, food security and poverty reduction, and **strengthen the Warm Chain** by bolstering policies and programs that enable breastfeeding in all settings.

Join #WBW2026 and pledge your event at <https://worldbreastfeedingweek.org/pledge/>.

**Happy Mother's Day!**

*#MothersDay #WBW2026 #BreastfeedingSupport #WorldBreastfeedingWeek  
#BreastfeedingForASustainableStart #StrengthenWhatWorks*





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](http://www.waba.org.my)

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