

# World Alliance for Breastfeeding Action World Breastfeeding Week 1- 7 August 2015



The Innocenti Declaration (1990) recognised that breastfeeding provides ideal nutrition for infants and contributes to their healthy growth and development. The Declaration calls for the creation of an appropriate environment of awareness and support and that the 'Protection, Promotion and Support' of breastfeeding are actions that contribute to attaining this ideal.

There is much that remains to be done despite 25 years of hard work, particularly on the fourth Innocenti target that calls on governments to "...enact imaginative legislation protecting the breastfeeding rights of working women and establish means for its enforcement".

### WABA calls for:

- concerted global action to support women to combine breastfeeding and work, whether in the formal sector, non-formal sector, or at home
- ratification and implementation of maternity protection laws and regulations by governments, in line with the ILO Maternity Protection Convention
- inclusion of breastfeeding target indicators in the Sustainable Development Goals (SDGs)

Together, we can make it work!

“Support maternity protection and workfamily policies: despite some progress, globally more than 800 million women workers, or 41 per cent, still don't have adequate maternity protection, and take-up rates among men of parental leave are low. Could we not design maternity protection and work-family policies that are more inclusive, and supportive of gender equality?”

Guy Ryder, ILO Director-General, 2015

Join us & take action now!

[www.worldbreastfeedingweek.org](http://www.worldbreastfeedingweek.org)

## Winning Photos from the 2015 Photo Contest



Winning photos from the World Breastfeeding Week 2015 Photo Contest. © 2015 Photographer and WABA. All Rights Reserved.

## Goals of WABA World Breastfeeding Week 2015

- 1 Galvanise** multi-dimensional support from all sectors to enable women everywhere to work and breastfeed safely and adequately.
- 2 Promote** actions by employers to become Family/Parent/Baby and Mother-Friendly, and to actively facilitate and support employed women to continue breastfeeding their children.
- 3 Inform** people about the latest in global Maternity Protection entitlements, and raise awareness of the need to strengthen related national legislation and implementation.
- 4 Strengthen,** facilitate and showcase supportive practices that enable women working in the informal sector to breastfeed.
- 5 Engage** with target groups e.g. Trade Unions, Workers Rights Organisations, Human Rights agencies, Women's, Occupational Health, and Youth groups, to protect the breastfeeding rights of women in the workplace.

WABA does not accept sponsorship of any kind from companies producing breastmilk substitutes, related equipment and complementary foods. WABA encourages all participants of World Breastfeeding Week to respect and follow this ethical position.

# WABA WORLD BREASTFEEDING WEEK 2015 PROTECTS, PROMOTES AND SUPPORTS BREASTFEEDING WORLDWIDE



The World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organisations concerned with the protection, promotion & support of breastfeeding worldwide. WABA action is based on the Innocenti Declaration, the Ten Links for Nurturing the Future and the Global Strategy for Infant and Young Child Feeding. WABA's present Core Partners are also all the main international breastfeeding organisations: Academy for Breastfeeding Medicine (ABM), International Baby Food Action Network (IBFAN), International Lactation Consultant Association (ILCA), La Leche League International (LLL), and Wellstart International (WI). WABA is in consultative status with UNICEF, and is an NGO in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC).

WABA, PO Box 1200, 10850 Penang, Malaysia  
Tel: 604-658 4816 • Fax: 604-657 2655 • E-mail: [wbw@waba.org.my](mailto:wbw@waba.org.my) • Website: [www.waba.org.my](http://www.waba.org.my)