Objectives of WABA | World Breastfeeding Week 2016

1. **Inform**
   - To inform people about the new Sustainable Development Goals (SDGs) and how they relate to breastfeeding and Infant and Young Child Feeding (IYCF).

2. **Firmly Anchor**
   - To firmly anchor breastfeeding as a key component of sustainable development.

3. **Galvanise**
   - To galvanise a variety of actions at all levels on breastfeeding and IYCF in the new era of the SDGs.

4. **Engage**
   - To engage and collaborate with a wider range of actors around promotion, protection and support of breastfeeding.

Sponsorship: WABA does not accept sponsorship of any kind from companies producing breastmilk substitutes, related equipment and/or complementary foods that displace breastfeeding. WABA encourages all participants of World Breastfeeding Week to respect and follow this ethical stance.

www.worldbreastfeedingweek.org | WBW Archives: www.worldbreastfeedingweek.net

WABA | WORLD BREASTFEEDING WEEK (WBW) 1-7 August 2016

World Breastfeeding Week is coordinated by the World Alliance for Breastfeeding Action (WABA), a global network of individuals and organisations concerned with 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’s core partners are the Academy of Breastfeeding Medicine (ABM), International Baby Food Action Network (IBFAN), International Lactation Consultant Association (ILCA), La Leche League International (LLLI) and Wellstart International. 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).

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Sustainable development is essentially about ecology, economy and equity. Here are some possible links between each of the Sustainable Development Goals (SDGs) and Breastfeeding.

1. **NO POVERTY**
   - Breastfeeding is a natural and low-cost way of feeding babies and children. It is affordable for everyone and does not burden household budgets compared to artificial feeding. Breastfeeding contributes to poverty reduction.

2. **ZERO HUNGER**
   - Exclusive breastfeeding and continued breastfeeding for two years and beyond provide high quality nutrients and adequate energy and can help prevent hunger, undernutrition and obesity. Breastfeeding also means food security for infants.

3. **GOOD HEALTH AND WELLBEING**
   - Breastfeeding significantly improves the health, development and survival of infants and children. It also contributes to improved health and wellbeing of mothers, both in the short and long term.

4. **QUALITY EDUCATION**
   - Breastfeeding and adequate complementary feeding are fundamentals for readiness to learn. Breastfeeding and good-quality complementary foods significantly contribute to mental and cognitive development and thus promote learning.

5. **GENDER EQUALITY**
   - Breastfeeding is a great equaliser, giving every child a fair and best start in life. Breastfeeding is uniquely a right of women and they should be supported by society to breastfeed optimally. The breastfeeding experience can be satisfying and empowering for the mother as she is in control of how she feeds her baby.

6. **CLEAN WATER AND SANITATION**
   - Breastfeeding entails less energy when compared to formula production and distribution, leading to waste that pollutes the seas and affects marine life.

7. **AFFORDABLE AND CLEAN ENERGY**
   - Breastfeeding entails less energy when compared to formula production and distribution, leading to waste that pollutes the seas and affects marine life.

8. **DECENT WORK AND ECONOMIC GROWTH**
   - Breastfeeding needs to be protected, promoted and supported among all, but in particular among poor and vulnerable groups. This will help to reduce inequalities.

9. **INDUSTRY, INNOVATION AND INFRASTRUCTURE**
   - With industrialisation and urbanisation the issues and social challenges become more prominent. Breastfeeding mothers who work need support to manage these challenges and be supported by employers, unions and local communities. Crèches near the workplace, lactation rooms and breastfeeding breaks can make a big difference.

10. **REDUCED INEQUALITIES**
    - Breastfeeding practices differ across the globe. Breastfeeding needs to be protected, promoted and supported among all, but in particular among poor and vulnerable groups. This will help to reduce inequalities.

11. **SUSTAINABLE CITIES AND COMMUNITIES**
    - Breastfeeding mothers and their babies need to feel safe and welcome in all public spaces. When disaster and humanitarian crises strike, women and children are affected disproportionately. Programs needing women’s support and help during such times.

12. **RESPONSIBLE CONSUMPTION AND PRODUCTION**
    - Breastfeeding provides a healthy, viable, non-poisoning, non-source-intensive, sustainable and natural source of nutrition and sustenance.

13. **CLIMATE ACTION**
    - Breastfeeding safeguards infant health and nutrition in times of adversity and weather-related disasters due to global warming.

14. **LIFE BELOW WATER**
    - Breastfeeding entails less waste compared to formula feeding. Industrial production leads to waste that pollutes the seas and affects marine life.

15. **LIFE ON LAND**
    - Breastfeeding is ecological compared to formula feeding. Formula production implies dairy farming that often puts pressure on natural resources and contributes to carbon emissions and climate change.

16. **PEACE AND JUSTICE STRONG INSTITUTIONS**
    - Breastfeeding is enshrined in many human rights frameworks and conventions. National legislation and policies to protect and support breastfeeding mothers and babies are needed to ensure that their rights are upheld.

17. **PARTNERSHIPS FOR THE GOALS**
    - The Global Strategy for Infant and Young Child Feeding (GSIYCF) fosters multi-sectorial collaboration, and can build upon various partnerships for support of development through breastfeeding programs and initiatives.