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**Brochure of WABA 'World Alliance for Breastfeeding Action', background info for International Year of the Family IYF**

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Notes

Print Name of Person Submit Images

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Number of images  
without cover

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*Upasana Young*

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# PROTECT, PROMOTE AND SUPPORT BREASTFEEDING

## WABA

WABA is a global network of organisations and individuals who believe breastfeeding is the right of all children and mothers and who dedicate themselves to protect, promote and support this right. WABA acts on the Innocenti Declaration and works in close liaison with UNICEF.

## GOALS

- Re-establish and maintain a global breastfeeding culture;
- Eliminate all obstacles to breastfeeding;
- Promote more regional and national level cooperation;
- Advocate for breastfeeding in development, women and environmental programmes.

## ROLE

- Information sharing and networking;
- To build bridges among all breastfeeding advocates: grass roots groups and individuals, UN agencies, governments and international NGOs;
- To strengthen and coordinate existing activities to create more momentum;
- Stimulate and support new and collaborative efforts.



## STRUCTURE

WABA is like an umbrella that encompasses everyone working at the international, regional, national, and community level to protect, promote and support breastfeeding.

Everyone who is committed to a breastfeeding culture can be part of WABA: non-governmental organisations, community activists, health care workers, professional associations, university teaching staff, researchers, health officials and others.

## ACTIONS

WABA's work consists of the activities of the Secretariat and its eight Task Forces. The Secretariat coordinates and maintains the flow of information between Task Forces and the wider constituency of WABA. Its small office serves mainly to network and facilitate action in support of breastfeeding and not to replicate efforts of other groups. It coordinates World Breastfeeding Week every year.

WABA supports its affiliates by providing and sharing information, networking services, technical assistance and, occasionally, seedgrants for strategic actions. In general, WABA is not a funding mechanism and does not have the means to finance the normal activities of groups and individuals.

## TASK FORCES

These are the specialised support arms of the network. The eight Task Forces are: Social Mobilisation, Information, Research Groups & Briefing Papers, Health Care Practices, Education & Training, Mother Support Groups, Women & Work, and Code Compliance.

## MEMBERSHIP

Groups and individuals become WABA participants by endorsing WABA's goals. You can also be a participant of any WABA Task Force and contribute your special skills in the respective area.

## WABA TASK FORCES

- 1** SOCIAL MOBILISATION: To mobilise public opinion for a breastfeeding culture by disseminating information, facilitating public debate and building bridges between communities and potential allies through joint actions to promote, protect, and support breastfeeding.
- 2** INFORMATION: To expand the availability of information, regional and international levels; strengthen the capacity of breastfeeding resource centres to collect, disseminate, use and share information; support programmes and coordinate the dissemination of information produced by WABA task forces.
- 3** RESEARCH GROUPS AND BRIEFING PAPERS: To disseminate research findings relevant to protection, support and promotion of breastfeeding; to prepare briefing papers; to stimulate applied research needed to achieve the goals of the Innocenti Declaration.
- 4** HEALTH CARE PRACTICES: To promote health care practices in hospitals and in the community that protect, promote and support breastfeeding according to the WHO/UNICEF Joint Statement on the Ten Steps to Successful Breastfeeding.
- 5** EDUCATION AND TRAINING: To promote the education and training of health personnel in the protection, promotion and support of breastfeeding.
- 6** MOTHER SUPPORT GROUPS: To promote linking of mother support groups worldwide; enable them to train counsellors and to expand the number of groups; to create the appropriate environment of awareness and support for a mother to initiate and sustain breastfeeding.
- 7** WOMEN AND WORK: To develop strategies to address the special needs of working women, through imaginative new legislation and other actions that assist women to integrate breastfeeding into their working lives.
- 8** CODE COMPLIANCE: To promote implementation of the International Code of Marketing Breastmilk Substitutes through training, development of legislation, production of materials and monitoring Code compliance.

## JOIN THESE ACTIONS



- **World Breastfeeding Week, 1-7 August every year** - pulls together the efforts of all breastfeeding advocates, governments and agencies to generate public awareness and support.
- **Global Participatory Action Research - a breastfeeding documentation and skills building programme** which aims to encourage national coalition building and policy-oriented action.
- **Task Forces** - these group organisations and individuals active in a particular area such as research on breastfeeding, supporting mothers, improving knowledge and practice of breastfeeding among health care workers, mobilising opinion in favour of breastfeeding, etc.

For more information please write to:

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(WABA)**

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or your local contact below:



# WABA

world alliance for breastfeeding action