

World Breastfeeding Week Action Folder (WABA - 2014)

See complete document at: <http://worldbreastfeedingweek.org/>

BREASTFEEDING: A Winning Goal *for Life!*



Welcome to World Breastfeeding Week 2014!

The Millennium Development Goals (MDGs) were set by governments and the United Nations (UN) to gauge progress in fighting poverty and promoting healthy and sustainable development in a comprehensive way by 2015. This year's World Breastfeeding Week (WBW) theme responds to the current MDG countdown process by asserting the importance of increasing and sustaining the protection, promotion and support of breastfeeding in the post 2015 agenda, and engaging as many groups, and people of various ages as possible. Wherever your community may be, progress can be made AND sustained. For this to happen you need to be prepared, set goals and targets, join forces and ACT! Protect, Promote and Support breastfeeding... it is a worthwhile goal... and it saves lives!

Objectives for WBW 2014

1

To inform people about the MDGs and how they relate to breastfeeding and Infant and Young Child Feeding (IYCF).

2

To showcase the progress made so far and the key gaps in improving breastfeeding and IYCF.

3

To call attention to the importance of STEPPING UP actions to protect, promote and support breastfeeding as a key intervention in the MDGs AND in the post -2015 era.

4

To stimulate interest amongst young people of both genders to see the relevance of breastfeeding in today's changing world.

James Achanyi-Fontem - Cameroon



Hospital San Antonio - Colombia



Daksha Pandit - India



Charusheel Korday - India



How is BREASTFEEDING linked to the MDGs?

By protecting, promoting and supporting breastfeeding YOU can contribute to each of the MDGs in a substantial way. Exclusive breastfeeding and adequate complementary feeding are key interventions for improving child survival, potentially saving the lives of about 20% of children under five. Let's find out how breastfeeding is linked to each of the Millennium Development Goals.

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