

Editorial message

This year's World Alliance for Breastfeeding Action (WABA) World Breastfeeding Week (WBW) theme asserts the importance of increasing and sustaining the protection, promotion and support of breastfeeding - in the Millennium Development Goals (MDGs) countdown, and beyond. We call on all celebrants of WBW to Protect, Promote and Support Breastfeeding: it is a vital Life-Saving Goal!



WBW 2014 Objectives :

1 To provide information about the Millennium Development Goals (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 breastfeeding and IYCF.

Objectives for WBW 2014

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 among young people of both genders to see the relevance of breastfeeding in today's changing world.

Welcome to World Breastfeeding Week 2014!

In 1990 eight global goals, the Millennium Development Goals (MDGs), were set by governments and the United Nations to fight poverty and promote healthy and sustainable development in a comprehensive way by 2015. There are regular "countdowns" to gauge progress in achieving the goals. This year's WBW theme responds to the latest countdown 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.

The WABA Coordinated World Breastfeeding Week is part of the gBICS (Global Breastfeeding Initiative for Child Survival) Programme entitled: "Enhancing Breastfeeding Rates Contribute to Women's Rights, Health, and a Sustainable Environment". The gBICS Programme aims to contribute to the achievement of sustainable development - beyond the Millennium Development Goals - by scaling up breastfeeding and infant and young child interventions and transforming Policies into Practice

Protect, Promote and Support breastfeeding: it is a vital, life-saving goal!

Editor in Chief