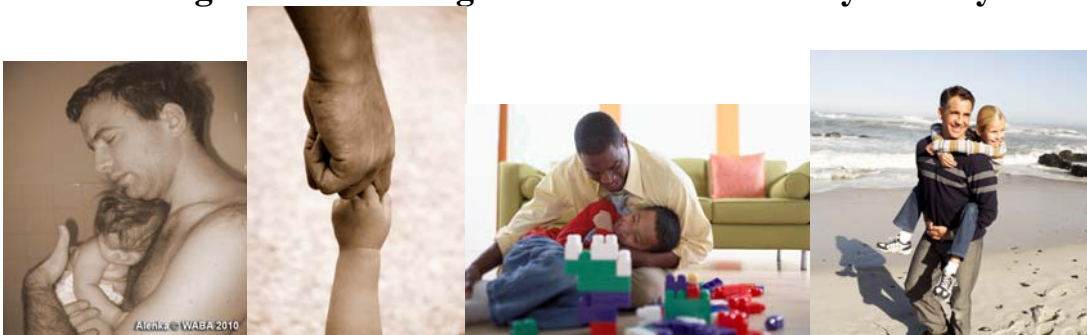


WABA's Statement on Father's Day, June 17 World Alliance For Breastfeeding Action



Celebrating fathers bonding with the breastfed baby and beyond..



The WABA Men's Initiative would like to take the opportunity on Father's Day to thank all men and fathers who have taken responsibility to make a lasting difference in the lives of their children from bonding with the infants from the time s/he is in the womb to supporting the mothers at birth and onwards, and in breastfeeding exclusively for 6 months and further.

The diversity of love and guidance given by both mother and father is much more beneficial in nurturing children than if only one parent provides this upbringing. Children are more capable to handle and cope with many challenges and situations in their lives with the different experiences and rich knowledge acquired from both parents.

Father's Day is a day to honour and celebrate not only our own fathers, but all men who have contributed as a father figure in our lives - whether as Stepfather, Uncle, Grandfather, Guardian, Teacher or a caring big brother. They have brought us joy and happiness and it's a day to remind us to thank them for their selfless dedication, love and support. From the first moments of life, the bond built between a father and the child is sacred not only in building the character of the child, but also in building a strong foundation for a supportive and healthy relationship to fulfill their dreams.

We often forget the sacrifices of men as fathers and the roles they play in raising us and shaping our lives and the lives of our families. From their busy schedule of a breadwinner they redesign their timings to adjust for their children's activities. Keeping a hawk's eye on the possible dangers and ensuring the safety of their children and family. The feeling of love, wisdom and security a father provides to his children is unmatched. He is a

hero, a guiding mentor, a supportive friend, a guru of wisdom and a counselor to share when the child is feeling low with the guarantee of unconditional father's love. Here are a few tips what fathers can do to support breastfeeding;

- They can provide help and support when the mothers decide on breastfeeding their babies by sharing their domestic responsibilities.
- They can help in caring the baby by feeding her with expressed milk when mother needs rest to cope with the post-partum fatigue.
- They can provide supportive information to the mothers and the extended families about the benefits of breastfeeding.
- They can get more actively involved in pregnancy, antenatal, delivery, childcare and health of mothers.
- They can be a big support to the mothers to overcome post natal depression by just being with them and providing them with a positive outlook.
- They can provide moral support to mothers who wish to breastfeed their babies but have to face resistance from the society, community or extended family.

The WABA Men's Initiative celebrates today Fathers support and guiding presence of male role models in the early lives of every child. WABA pledges to encourage and increase the inclusion of men and fathers in nurturing their children by connecting and bonding with the breastfed baby.



To know more about Men's initiative please click ;
<http://www.waba.org.my/whatwedo/mensinitiative/index.htm>

For further information , please click ;
<http://www.breastfeedinggateway.org/>



The World Alliance for Breastfeeding Action (WABA) is 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. Its core partners are International Baby Food Action Network (IBFAN), La Leche League International (LLL), International Lactation Consultant Association (ILCA), Wellstart International and Academy of Breastfeeding Medicine (ABM). 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) | WABA, PO Box 1200, 10850 Penang, Malaysia | Tel: 60-4-6584 816 | Fax: 60-4-6572 655 | Email: wbw@waba.org.my | Website: www.worldbreastfeedingweek.org and www.waba.org.my