



## **WORLD ALLIANCE FOR BREASTFEEDING ACTION**

*Protects, Promotes and Supports Breastfeeding Worldwide*

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This year marks the 25<sup>th</sup> anniversary of the World Alliance for Breastfeeding Action. WABA will use the occasion of its 25<sup>th</sup> anniversary to celebrate some of the key achievements, bringing new partners to the movement and move towards more innovative and impactful ways of working to achieve the overall goal and objectives.

### **OBJECTIVES OF THE FORUM:**

1. To celebrate WABA's main achievements over the 25 years.
2. To further refine the campaign elements of the two main technical issues (EPC and Warm Chain):
  - a. Empowering Parents Campaign – to promote the three pronged approach to gender equitable parental protection (parental leave; family friendly workplaces / breastfeeding breaks; facilities; supportive norms).
  - b. Warm chain – to promote access to support across community and healthcare.
3. To engage existing and new partners in WABA programmes including youth, men and academia.
4. To explore innovative ways to achieve positive impact on breastfeeding rates at national and local levels.