



Rebecca Magalhaes (left)
with Chris Mulford.

In attempting to describe, in my personal view, how WABA has arrived so successfully at its 25th Anniversary, top on my list would have to be the PEOPLE who have been and still are part of WABA. In the final analysis, it is the people who interact with each other, the people who demonstrate their passion for breastfeeding, the people who work together, who make an organisation. This is particularly true with WABA. When I think of WABA, I think of the many people I have met, worked with, and with whom I have become friends. Thank you, WABA, for all you have done for the world of breastfeeding and also for me. I appreciate very much being part of this organisation. ”

– Rebecca Magalhaes, former MSTF Coordinator and SC member

As a single issue movement, a key strategy for WABA has been to show how breastfeeding is linked to larger development issues, and to connect with other movements. This has over the years helped to broaden the base of actors, and put breastfeeding in other development discourses and agendas.

In order to make these connections within and across movements, WABA developed the **‘Ten Links for Nurturing the Future’**, a conceptual tool of interconnected actions needed to restore a breastfeeding culture, and to ensure the rights of women and children to food security. (See: <http://waba.org.my/resources/tenlinks.htm>)

The Ten Links cover the following areas:

- Human Rights and Responsibilities
- Food Security
- Women’s Empowerment
- Community Participation
- Baby-Friendly Cultures
- Integrity
- The International Code
- Capacity Building
- Advocacy
- Networking