

The 2007 WBW campaign therefore called upon policymakers, health workers, families and community actors to ensure conducive conditions for mothers and babies to start breastfeeding during the first hour of birth.

“In a world where more than 10 million children die before their first birthday due to preventable causes, and where malnutrition is still rampant and associated with over half of all childhood deaths, there is simply no time to waste. Let's start with the first hour.”

– Dr Margaret Chan, Director General of WHO (2007)



The Children for Breastfeeding team who organised and coordinated the Synchronised Breastfeeding Global event.

Synchronised Breastfeeding Worldwide Campaign (WBW 2007)

WABA in partnership with Children for Breastfeeding, Philippines, organised a synchronised breastfeeding event globally in conjunction with WBW 2007. Mothers and babies in 14 countries joined efforts to breastfeed in a global synchronised breastfeeding project on 8th August 2007. The event, carried out at 325 sites in 14 countries at 10 a.m. their local time, attracted 10,103 mother-baby pairs. A total of 9,826 mother-baby pairs successfully latched on for one minute.

This inaugural world attempt saw the participation of breastfeeding groups in Asia, Europe, Africa, North America and Latin America. This feat crossed national boundaries in a collaborative, global effort to promote, protect and support breastfeeding. It also aimed to elevate breastfeeding to a level where it is considered the norm, where mothers and children are proud to breastfeed and do so in public.



Participants from Dominican Republic.

The effort for global synchronised breastfeeding also brought the attention of policymakers and communities alike to recognise the importance of initiating breastfeeding within the first hour. The events attracted collaboration from UN agencies, governments, hospitals and other NGOs. The main organising group Children for Breastfeeding, noted that the, “authorities who attended our event were very touched. Many braved storms and continuous rains in Asia to join this historic event. Many mothers and babies were also accompanied by spouses and other family members as a sign of family commitment towards helping mothers to breastfeed successfully”.