

Indeed Ted Greiner's approach of a long and short term strategy to campaign for stronger maternity protection has been a useful operational framework for WABA. It has been incorporated in various actions and guidance materials offered at national level, since countries are at different stages of legislation. Where they may have the same legislation, the levels of implementation and specific challenges are rather unique. This approach has made WABA's advocacy on MP more relevant, with better country actions and outcomes.

Breastfeeding: Empowering Women (WBW 1995)

In 1995, to coincide with the 4th UN World Conference on Women in Beijing, China, WABA chose the theme Breastfeeding: Empowering Women for the year's WBW focus. This was to situate and propagate the position that breastfeeding is a women's issue in a wider context. This theme also focused on ways in which communities can help empower women to secure their rights.

Most women choose to breastfeed and can do so if they have adequate support, correct information and are free from obstacles. However in reality, many women who breastfeed their babies face a multitude of obstacles such as: lack of maternity leave; inadequate support from family, health workers and employers; inappropriate hospital practices; poor work conditions; misinformation from the infant food industry; and cultural taboos. These result in women being denied their rights: the right to breastfeed, the right to maternity leave, and more.

WABA Seed Grants for Working Women

This project ran as a follow-up to the MFWI, to support on-going efforts by groups that had launched actions to support working women to breastfeed during the WBW 1993 Campaign, or initiated new actions as a result of MFWI advocacy and efforts in empowering women via WBW 1995. The Seed Grant Project ran from 1996 to 2008, and supported 66 projects in 38 countries. Though small in value (USD\$500 – USD\$2,000), the seed grants not only provided seed money to kick start creative projects nationally and at local levels, it also stood as recognition by a global organisation to small groups sincerely wanting to make change. The Project helped several local groups to identify either matching funds, or avail of complementary support.