

The Seed Grants Project prioritised the Informal Sector and selected projects on the basis of innovative strategies, involving diverse stakeholders. This included a situation where the group is operating in a particularly difficult situation such as war, conflict; or had the possibility of a successful outcome. An exception was made during the run up to the International Labour Organisation (ILO) Campaign, and immediately after. This was to aid country groups that organised to educate and lobby their Ministries of Labour to take positive action for stronger maternity protection policies at the ILO conferences in 1999 and 2000. As a priority, WABA has often shone the spotlight on the most marginalised groups in need of support, as this section of the population face the toughest challenges vis-à-vis work and breastfeeding.

*The Seed Grants Project made a large impact in supporting working women in both the formal and informal sectors, as well as in urban and rural settings. These grants gave theory space to initiate action at the ground level, really reaching the women and children. These seed grants created solutions designed by the communities themselves, to address their specific local conditions and problems (Innovative Initiatives, 2007).*

*– Lakshmi Menon, former Consultant to WABA on Gender and Working Women issues*



A seed grant supported activity in India co-organised by BPNI and WABA.

### Breastfeeding: It's Your Right (WBW 2000)

Following the Forum 1 deliberations on human rights, this WBW theme highlighted breastfeeding as a human rights issue: a right for both mother and child. WABA has since been advocating for breastfeeding as a part of fundamental human rights: the right to food, health and care.

The WBW 2000 campaign highlighted that every woman has the right to breastfeed her child. It also highlighted that breastfeeding contributes to every woman's right to health by reducing her risk of breast, uterine and ovarian cancer, diabetes, obesity, and a host of other illnesses. One of the goals of this theme was to stimulate a shift in public thinking so that this right of women is protected, facilitated and fulfilled at household, community and government levels in every country.<sup>3</sup> There are a multitude of international instruments that protect the rights of mothers and children that communities, healthcare workers, national breastfeeding support groups, and others can draw from and act on.

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3. WBW 2000 Action Folder