

delegates to: “re-examine the Beijing Platform for Action and determine the progress made and gaps remaining in areas of critical concern in achieving women’s full equality and empowerment, including the right to optimal health for mothers and children”. This was a significant renewal of presence by WABA delegates and the larger breastfeeding movement in a global women’s platform attended by thousands of leaders of governments and women’s organisations.

WABA also supported the CSW parallel event hosted by UNBAT entitled “Mothers Matter: The Power of Breastfeeding” (See: <http://waba.org.my/pdf/csw2015parallelevent.pdf>). The event raised the profile of breastfeeding as an important measure, which improves the health of women and children by featuring expert speakers such as Margaret Kyenkya-Isebere (formerly UNICEF and IBFAN Africa), David Clark (UNICEF), Lucy Sullivan (1000 Days), Margot Mann (ILCA), and teen mother, Jennifer Telenema. Numerous contacts were made with women’s groups, youth groups, development and rights-based NGOs, trade unions and government delegates, with good outcomes. The contact made with the Philippines Commission on Women, for example, resulted in great involvement and outcome for WBW 2015, and their subsequent involvement in the Stockholm Symposium.



The Association for Women’s Rights and Development (AWID) 2008 Forum in South Africa was one key event that WABA made strides in furthering the links with the women’s movement. The theme of the forum was The Power of Movements. WABA developed a postcard *The Power of Linking Movements*, a play on language, with messages on the common concerns between breastfeeding and women’s movements. It was based on WABA’s gender statement *Towards a Common Advocacy Agenda* that emerged from the WABA Global Forum II. The postcard was a useful advocacy tool and was well received. Significantly, WABA’s presence helped to fill an important knowledge gap, then obvious among the women’s groups, about the latest science and policy guidelines on *HIV and Infant Feeding*. The two-page information leaflet, *What Women Need to Know about HIV and Infant Feeding*, which WABA shared widely, was in high demand. It provided critical and timely information, making WABA’s presence useful, legitimate and mutually beneficial.

Hence, being at AWID really did make an impact! In the exchanges it appeared that quite a few people had already heard of WABA, showing that outreach over the years had left positive impression. Furthermore, many of the feminists welcomed more information and discussions on breastfeeding, which was a good sign of a shift in attitudes and perspective.