



Protecting breastfeeding from the influence of inappropriate marketing is an essential component of emergency interventions. International guidance developed by the IFE Group clearly states that donations of breastmilk substitutes, bottles and teats should not be sought nor accepted in emergencies. By making emergencies the focus of WBW 2009, the message driven across the globe was the call to first, actively protect and support breastfeeding during emergencies and second, prevent and refuse donations of breastmilk substitutes, bottles and teats.

When an emergency strikes, simple measures can make all the difference in the world. Emergency preparedness is the key to quick and appropriate action. Mothers need to be secure and have priority access to food for the family, water, shelter and safe places to breastfeed.¹⁵



Group education session in Hagadera Refugee Camp during WBW.

15. WBW 2009 Action Folder.