



One of the calls for Action at the Summit was that a theme for WBW be dedicated to increasing the visibility, support and resources for the issue of mother-to-mother. This was realised the following year.

Mother Support: Going for the Gold – Everyone Wins! (WBW 2008)

In 2008, WBW coincided with the 2008 Olympic Games in Beijing, China. To gain mileage from the Olympic fever that was gripping the world at that time, WABA incorporated the spirit of the games, capitalising on the symbol of the Olympic rings to convey the message of circles of support and going for the gold. *Going for the Gold* in the breastfeeding context implies the Gold Standard: *to breastfeed babies exclusively for the first six months, and continue breastfeeding with appropriate and adequate complementary foods, up to two years and beyond.*



The WBW
2008 Gold Medal.

The support a mother receives can be as formal as a visit to a healthcare professional, or as informal as a reassuring smile from another mother. Support from professional and lay sources include healthcare professionals, hospital and maternity facility staff and policies, doulas and midwives, lactation consultants, trained peer counsellors, mother-to-mother support groups, friends and family.

WBW 2008 used five coloured CIRCLES to represent the types of support a breastfeeding woman can call upon for help and encouragement. These Circles of support overlap, interact, and strengthen each other, with the centre circle as the focus. In that year, 541 groups reported participating in WBW 2008 celebrations, involving more than 119,000 people in 100 countries. WABA also organised: (i) The WBW 2008 Marathon Celebrations, and (ii) WBW 2008 Global Breastfeeding Wave Event (Mass Breastfeeding), whereby national WBW organisers were awarded with special medals in gold, silver and bronze colour. Over 32 countries won a total of 122 medals.