



*Around the world, babies are born every minute, and their mothers and fathers continue to need the information and support that the WABA network provides for each baby to receive the gold standard of breastfeeding. As long as there are babies being born, there is a need for the ongoing network to protect, promote, and support breastfeeding. As was once stated in a WBW action folder, "Every woman should be able to count on full support from those around her to enable her to initiate and sustain breastfeeding. It is the responsibility of the entire community to see that the best possible nutrition and health is available to all its members, beginning with the youngest."*

*The WABA heart that started beating on Valentine's Day 25 years ago continues to beat around the world for the well-being of children and their families. My dream is that the WABA network will continue to work together to be the voice of sanity in a world filled with conflicting voices, and that WABA's united voice will speak out for mothers and their newborn babies to protect, promote and support breastfeeding, so that one day breastfeeding will be the cultural norm.*

*– Beth Styer, Ex. LLLI Board member and former WABA Chairperson*

The arrival and growth of social media provided WABA with new peer-to-peer tools to improve networking. Lynn Emmanuel managed to ensure that the WABA website appeared on the first page of Google's search results. This was quite an achievement in the early years as 'search engine optimisation' (a term not widely known then) helped to drive searches on breastfeeding to WABA's website, thus improving our communications. Subsequently Sam, our in-house IT officer, helped to develop interactive resources such as the Mother Support country contact map, the gender training tools and others. Expert guidance on information and web design also came from Nand Wadhwani, a leading global health media consultant, who has considerable experience as a technological innovator. His interest in maternal and infant health greatly improved WABA's thinking and organisation of its web-based platforms, particularly the WABA Gateway.

*There is no dispute about the importance of health and nutrition knowledge, including breastfeeding, as a means of preventing diseases and boosting child survival. Health education has to be one of the most effective ways to reduce maternal and child mortality, those preventable deaths that we never seem to manage to prevent. We need to deliver vital messages and information for mothers, fathers, siblings, caregivers and communities to use in changing*