

## 10. The Big Issues: Environment, Economics, Globalisation and Other Advocacy Strides

*“Breastfeeding is not just good health and good nutrition. It is good economics and good ecological practice. It is about food security and it is about human rights. It is also a joy and a force for happiness.”*

*– Anwar Fazal, Chairperson Emeritus of WABA and Right Livelihood Award Recipient, 1982*

Over the years, WABA has developed and launched WBW themes around larger global issues, demonstrating the link between breastfeeding and these broad development concerns. Doing so has further helped WABA to ally with other social movements and their campaigns. The main development issues that were part of WBW campaigns include the environment, economics and globalisation. Other key advocacy issues not highlighted as specific WBW themes but have been central at various periods and during advocacy events include food security and nutrition.

### **Breastfeeding: Nature's Way (WBW 1997)**

The first WBW campaign that touched on the environment was held in 1997 with the slogan “Breastfeeding: Nature's Way”. WBW 1997 aimed to raise public awareness on the environmental benefits of breastfeeding, and the ecological waste resulting from bottle feeding. It also called for cooperation with environmental groups to ensure that governments and communities worldwide support ecologically sound practices.



*A billboard from Australia, celebrating WBW in 2010.*