



Breastfeeding in a Globalised World for Peace and Justice (WBW 2003)

Globalisation is a term often used to describe the process of imposing harmonised rules of free trade and free financial flows throughout the world. Powered by large corporations and financial markets, globalisation has become a tool to maximise profits. In such an environment where trade agreements and economic interests of transnational corporations often take precedence over the sovereign rights of nations, the needs of mothers and children are easily jeopardised. Global deregulation and the spreading privatisation of health care put profits before people.

In this environment, breastfeeding-friendly practices can be lost, while the use of breastmilk substitutes increasingly becomes the norm.

However, aspects of globalisation can be used to strengthen breastfeeding cultures, and to protect this fundamental and vital act of nurturing our children. Breastfeeding advocacy works towards creating a better world for mothers and children, the environment and justice and peace with all people.

This theme aimed to bring about recognition of the challenges and opportunities of globalisation on breastfeeding practices. It also maximised the potential of global communications to educate people on the importance of breastfeeding, appropriate complementary feeding and the health risks of artificial feeding.²³ This campaign expanded the breastfeeding agenda, and helped situate its advocacy reach within wider development agendas, and in new circles of action.



One of the major global partners that WABA has networked with and participated in their various events and national processes has been the People's Health Movement (PHM), a conglomeration of local and global groups addressing people's primary health needs and

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