

11. International Standards and Policies: Highlights and Successes

WABA and its Core Partners have been a part of many far reaching global policy making processes that have shaped and sculpted international infant feeding policies over the years.

Through the WBW campaigns and the Global Forums over its 25 years of existence, WABA has been able to draw global public attention to new international standards and policies, and to stimulate action in most countries to act on them. More recent WBW campaigns have focused on riding the momentum of the MDGs (Millennium Development Goals) and SDGs (Sustainable Development Goals), so that breastfeeding and young child feeding issues are clearly linked and highlighted in the broader development agendas and action plans.

The Gold Standard

In 2002, WHO and UNICEF jointly launched the Global Strategy for Infant and Young Child Feeding (the Global Strategy) which is based on a human rights approach. It reaffirmed the four *Innocenti* targets set in 1990, and set additional targets. The Global Strategy calls upon all governments and stakeholders: “to ensure that all health and other relevant sectors protect, promote and support exclusive breastfeeding for six months and continued breastfeeding up to two years of age or beyond, while providing women access to the support that they require – in the family, the community and the workplace – to achieve this goal”.²⁴

24. WHO/UNICEF Global Strategy on Infant and Young Child Feeding