



The GBPF identified ways in which WABA and its partners could contribute to revitalising the Expanded Baby-Friendly Hospital Initiative. These include mother-friendly care, birthing practices that help breastfeeding and the continuum of care after delivery to support exclusive breastfeeding for six months as well as continued breastfeeding for two years or more with complementary feeding.

It was also clear from the GBPF that there was an urgent need to improve training in breastfeeding and lactation management for healthcare workers who care for mothers and babies, both pre-service and in-service, at all levels from education of senior resource people to development of peer counselling services.



The objectives of the event were:

- To foster greater collaboration with WABA's Core Partners and other participants to plan and advance the common vision and strategic direction of the breastfeeding movement.
- To share new technical knowledge and programmatic updates in the areas of the expanded BFHI and maternity protection.
- To celebrate the Innocenti 20 years through creative and other means.
- To work towards World Breastfeeding Week (WBW) 2011.

Understanding the Past – Planning the Future: Celebrating 10 years of WHO/UNICEF's Global Strategy for Infant and Young Child Feeding (WBW 2012)

The Global Strategy provided three things: first, a foundation for the development of comprehensive national policies on infant and young child feeding; second, guidance on exclusive breastfeeding for the first six months of a child's life and continued breastfeeding for two years or beyond, and third, advice on complementary feeding from the age of six months. 2012 marked a decade of advocacy following the Global Strategy, which was marked also by the 20th WBW campaign. These shaped the WBW 2012 goals: to identify achievements and lessons from previous WBW campaigns and to assess the worldwide implementation of the Global Strategy.