

The 2012 WBW campaign was extremely popular among celebrants. Groups around the world celebrated their successes at all levels while country actors took pride in showcasing their national work. Mass outreach via social media was also effective as the WBW 2012 Facebook page received 7,830 likes and eventually reached out to 2,635,525 unique people from around the world. At the same time, WBW 2012 rallied action to bridge the remaining gaps in policy and programmes on breastfeeding and IYCF through self-assessment and analysis of strengths and weaknesses, and proper planning for future programmes.



### **Breastfeeding: A Winning Goal for Life! (WBW 2014)**

By 2014, implementing the Global Strategy to increase breastfeeding rates was clearly recognised as a means to reduce global malnutrition and poverty as part of reaching the Millennium Development Goal 4 (i.e. reducing under-5 mortality by two-thirds), among other goals. The WBW 2014 theme therefore made strong links with the Millennium Development Goals (MDGs) countdown that was to be in 2015. WABA sought to demonstrate that breastfeeding was linked to all eight of the MDGs set in 1990 by governments and the UN to fight poverty, and promote healthy and sustainable development. This WBW campaign responded to the MDG countdown process by asserting the importance of increasing and sustaining the protection, promotion and support of breastfeeding in the post-2015 agenda and beyond, and by engaging as many groups, and people of various ages as possible on this issue.

WABA and breastfeeding advocates in over 175 countries celebrated the WBW theme “BREASTFEEDING: A Winning Goal – for Life!” highlighting that achieving MDG Goals 4 (to reduce child mortality) and 5 (to improve maternal health) especially requires more early, exclusive and continued breastfeeding. Breastfeeding needed to be protected, promoted and supported, building on the successes while also addressing the shortcomings of the MDG process.

According to WABA Chairperson, Dr Felicity Savage, “by protecting, promoting and supporting breastfeeding we can all contribute to each of the MDGs in a substantial way. Exclusive breastfeeding and adequate appropriate complementary feeding are key interventions for improving child survival, potentially reducing deaths among