

While the involvement of WABA Core Partners was expected and important, the most significant outcome was the independent involvement of allies, interested NGO/CSOs and groups outside of the breastfeeding network. The participation of World Vision (with outreach to 100 million people in World Vision supported communities), Save the Children (who work in 120 countries), and the International Medical Corp (with 5,300 staff worldwide, active in 30 countries on three continents) together underscores WABA leadership via WBW. It also reflects the great potential to reach out to and mobilise with a significant part of the world's population on breastfeeding and IYCF issues. There was also a rich diversity of activities from urban to rural (especially disadvantaged groups); from formal and creative learning forums, as well as regular and social media activism, all undertaken by a range of target groups and WBW celebrants.

Serendipitously, Air Malta officially welcomed breastfeeding on board its flights and launched a policy to coincide with WBW 2014. Air Malta announced that breastfeeding mothers were encouraged to inform the cabin crew during their flight for further assistance. See more here: <http://www.independent.com.mt/articles/2014-07-30/news/air-malta-supports-breastfeeding-on-its-flights-6025183232/>

Breastfeeding: A Key to Sustainable Development (WBW 2016)



In September 2015, the world's leaders committed to 17 goals aimed at ending poverty, protecting the planet and ensuring prosperity. Together, they form the Sustainable Development Goals (SDGs). Sustainable development is essentially about good ecology, just economy and equity at every level. We all have a part to play in achieving these goals by 2030.

The WBW 2016 theme is about how breastfeeding is a key element in getting us to think about how to value our well-being from the start of life, how to respect each other and care for the world we share.³⁰ The WBW 2016 action folder describes how optimal breastfeeding directly contributes to or is linked with each of the 17 SDGs. Here are several of the main ways in which WABA has creatively linked breastfeeding to the key SDGs.

30. <http://worldbreastfeedingweek.org/>