

As with the 2014 theme on the MDGs, WABA's campaign effort to ride the 'global development wave' with the SDGs is another example of creative strategies to reach out to a wider audience and a larger group of potential allies. The fact that since 2014 UNICEF has made the WABA-coordinated WBW a key component of its Global Breastfeeding Initiative (GBI) and strategy has consolidated and strengthened the campaign, which is anticipated to be even more eventful for 2016. This is especially via the involvement of GBI members (World Vision, Save the Children, Helen Keller International, The Partnership for Maternal, Newborn and Child Health, Alive and Thrive), who now have more direct involvement with WABA and various aspects of WBW – by incorporating WBW into their organisational plans. It is also an indicator of WABA's credibility and leadership in the area of social mobilisation.

It is indeed interesting to note how WABA manoeuvres between specific or micro-level issues like peer counselling, the BFHI and breastfeeding in the first hour of life, to broader based macro-issues such as global poverty, inequality and environmental protection – depending on what is most strategic and timely for the year. The scope of advocacy and social mobilisation issues have also been WABA's strength over the years and a formula for success!

While it is true that some WBW themes lend themselves more easily to social action among the WABA network and the wider constituency, the more challenging (and probably less interesting or engaging) themes push the boundaries for action further to reach out to new players and stakeholders. This is true not just for the WBW campaigns, but also for the more specific advocacy efforts that target newer constituencies and policymakers. WABA's advocacy efforts over the years have been rather specific: from the meetings and global conferences of professional health associations, global nutritional bodies like the UN agencies such as the SCN Standing Committee on Nutrition. Also engaged are platforms of potential allies from other social movements, such as the women and women's health networks, the People's Health Movement, the environment, human rights, social justice, and development movements.