

impact on the initiation and duration of breastfeeding, and men must take more responsibility for care and domestic work.

Our process of self-evaluation coincided in September 2013 with UNICEF publishing the final report entitled *Breastfeeding on the Worldwide Agenda: Findings from a Landscape Analysis on Political Commitment for Programmes to Protect, Promote and Support Breastfeeding*. The report was to be followed up with a global breastfeeding advocacy initiative with UNICEF and WHO taking the lead, inviting a range of partners to increase attention, investment, and support for breastfeeding and complementary feeding within the critical 1000 days period.

The initiative calls for scaling up of programmes in the following areas: (1) support for mothers by skilled providers in the health system; (2) community based support by peer counsellors and other community workers; (3) culturally sensitive education and communication; and (4) protective laws and policies, including the enforcement of the International Code of Marketing of Breastmilk Substitutes and maternity protection.

What becomes apparent, in this revived global interest in the issue, is the need for WABA to galvanise this broad alliance of individuals and organisations, of networks and activists, to find points of commonality and collaboration. We know that optimal breastfeeding goes far beyond that most intimate experience of mother and infant. WABA's role is to amplify the voice of people and civil society, to work with all those who will make the links and find common cause. We are constantly reminded that WABA is not a single-issue movement and that 'Action' is part of our identity. Action for results.

In the context of a changed landscape and new challenges, the framework provided by the Innocenti Declaration and WABA's underlying intentions in the Working Principles remain valid and a point of reference. Clause 25 of our Working Principles requires WABA to "...invite other global organisations that support WABA's work, including allies from human rights, health, environmental, women's and other such movements" to collaborate.

The Sustainable Development Goals adopted in late 2015 now frame the global development agenda for the next 15 years, almost a generation. The challenge for the breastfeeding movement is to shape our world around how we protect, promote and support the breastfeeding mother and infant, so that we can better organise our societies to engender a sustainable future for all of humanity and the planet.