



WABA Mission, Vision and Goal

Vision

A world where breastfeeding is the cultural norm, where mothers and families are enabled to feed and care optimally for their infants and young children thus contributing to a just and healthy society.

Mission

To protect, promote and support breastfeeding worldwide in the framework of the Innocenti Declarations (1990 and 2005) and the Global Strategy for Infant and Young Child Feeding through networking and facilitating collaborative efforts in social mobilisation, advocacy, information dissemination and capacity building.

Goal

To foster a strong and cohesive breastfeeding movement, which will act on the various international instruments to create an enabling environment for mothers, thus contributing to increasing optimal breastfeeding and infant and young child feeding practices.