

THE WBW CYCLE

Through #WBW2016, WABA sets out raise awareness of the links between breastfeeding and the SDGs, whereas WBW 2017 will focus on Goal 17 – partnership building. This method of working is essential for sustainable impact and to initiate collaboration with celebrants.

Beyond 2017, WBW efforts will focus on four themes of clustered Goals (described in the WABA WBW Action Folder), repeated three times over the years that follow. The themes are:

**NUTRITION, FOOD SECURITY
AND POVERTY REDUCTION**



**SURVIVAL, HEALTH,
AND WELLBEING**



**ENVIRONMENT AND
CLIMATE CHANGE**



**WOMEN'S PRODUCTIVITY
AND EMPLOYMENT**



This cyclical pattern of themes would enable all those working on related issues to raise awareness, incentivise action, aggregate data and track progress towards meeting our goals. Actors at all levels could focus on aspects of the clustered Goals that are most relevant to their work and target groups, with opportunities for new partnerships and collaboration. The WBW in 2030 would take stock of progress made on achieving the SDGs, and address challenges faced at that time.