



# World Breastfeeding Week

1 - 7 August 2016

## Breastfeeding: A key to Sustainable Development

**Logo:** The link between breastfeeding and each of the SDGs may be obvious to breastfeeding advocates, but as an alliance, we need also to reach out to others working on SDGs, to share these links and to make common cause. The logo depicts a 'triad' of two adults and an infant, which reinforces the importance of support. The proportions and forms between the two adults, have been equalised to symbolise equality, equity and the collaborative act of nurturing. The new WBW design shows an affinity with the SDG campaign, but places the infant and carers at the centre.

### **Objectives:**

- **Inform:**  
To inform people about the new **Sustainable Development Goals** (SDGs) and how they relate to breastfeeding and Infant and Young Child Feeding (IYCF).
- **Firmly Anchor:**  
To firmly anchor breastfeeding as a key component of sustainable development
- **Galvanize:**  
To galvanize a variety of actions at all levels on breastfeeding and IYCF in the new era of the SDGs.
- **Engage**  
To engage and collaborate with a wider range of actors around promotion, protection and support of breastfeeding

### **Theme:**

This year's WBW theme is Breastfeeding: a key to Sustainable Development. 2016 commemorates the start of the Sustainable Development Goals (SDGs). A broad approach using the sustainability theme is thus relevant and inclusive.

It will enable the breastfeeding movement (and beyond) to connect with a variety of development issues over the next 15 years (2030) for maximum impact. Breastfeeding is linked to the SDGs in several ways.

It will enable the breastfeeding movement (and beyond) to connect with a variety of development issues. The WBW materials will cover the main link areas between breastfeeding and the SDGs along 5 broad themes (1) nutrition/food security, 2) health, well-being and survival, 3) environment and climate change, 4) work productivity, empowerment, social protection, and 5) sustainable partnerships and rule of law. Watch this space for more information and updates.

For more resources and information go to: <http://worldbreastfeedingweek.org/index.shtml>

Facebook: <https://www.facebook.com/WABA-World-Breastfeeding-Week-252424138273454/>

**Sustainable development is essentially about ecology, economy and equity.**  
 Here are some possible links between each of the Sustainable Development Goals (SDGs) and Breastfeeding.

