

World Breastfeeding Week

1 - 7 August 2016

Breastfeeding: A key to Sustainable Development

Logo: The link between breastfeeding and each of the SDGs may 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 <u>Sustainable Development Goals</u> (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/

NO POVERTY 2 Zero Hunger 17 Partneships for The Goals The Global Strategy for Infant and Young Child Feeding (GGIYCF) fosters multi-sectorial collaboration, and can build upon various partnerships for support of development through breastfeeding programs and initiatives. 3 Good Health AND WELL-BEING Breastfeeding significantly improves the health, development and survival of infants and children. It also contributes to improved health and wellbeing of mothers, both in the short and long term. 16 Peace and Justice STRONG INSTITUTIONS STRUMS INSTITUTIONS Breastfeedings is enshrined in many human rights frameworks and conventions. National legislation and policies to protect and support breastfeeding mothers and bables are needed to ensure that their rights are upheld. **QUALITY EDUCATION** 15 Life on Land LIFE BELOW WATER 5 Gender Equality 13 CLIMATE ACTION **BREASTFEEDING** A KEY TO SUSTAINABLE DEVELOPMENT 6 CLEAN WATER AND SANITATION 12 Responsible Consumption and production DECENT WORK AND ECONOMIC GROWTH Breastfeeding women who are supported by their employers are more productive and loyal. Maternity protection and other workplace policles can enable women to combine breastfeeding and their other work or employment. Decent jobs should cater to the needs of breastfeeding women, especially those in precarious situations. REDUCED INEQUALITIES AFFORDABLE AND CLEAN ENERGY

INDUSTRY, INNOVATION AND INFRASTRUCTURE





SUSTAINABLE CITIES
AND COMMUNITIES
In the bustle of big cities, leeding mothers and their bit of eles after and velcome in all it espaces. When disaster and umanitarian crises strike her and children are affected disproportionately grant and lactating women