



BREASTFEEDING Foundation of Life

WABA | WORLD BREASTFEEDING WEEK

In a world filled with inequality, crises and poverty, breastfeeding is the foundation of lifelong good health for babies and mothers. We are excited to announce the slogan of World Breastfeeding Week (WBW) 2018:

BREASTFEEDING: **Foundation of Life**

Breastfeeding prevents hunger and malnutrition in all its forms and ensures food security for babies, even in times of crises. With no additional burden on household income, breastfeeding is a low-cost way of feeding babies and contributes to poverty reduction. Nutrition, food security and poverty reduction are fundamental to achieving the United Nation's Sustainable Development Goals.

Objectives of #WBW2018



INFORM

people about how breastfeeding is linked to nutrition, food security and poverty reduction



ANCHOR

breastfeeding within the nutrition, food security and poverty reduction agenda



ENGAGE

with individuals/ organisations working on these issues



GALVANISE

action to advance breastfeeding as part of nutrition, food security and poverty reduction strategies

We all have an important role to play in ensuring the growth, development and survival of children around the world.

Stay connected for more updates on <http://worldbreastfeedingweek.org>