

Breastfeeding:

EMPOWERING WOMEN

Support women to breastfeed.
Breastfeeding is a woman's right!



In September 1995, the 4th United Nations World Conference on Women takes place in Beijing, China. Governments, non-governmental organisations and individuals will take this opportunity to call for the advancement of women worldwide.

This major world conference inspired the World Alliance for Breastfeeding Action (WABA) to choose *Breastfeeding: Empowering Women* as the theme for World Breastfeeding Week (WBW) 1995. WBW is celebrated every year, from 1 to 7 August throughout the world.

Breastfeeding is a woman's right. Women who choose to breastfeed their babies but face obstacles such as lack of maternity leave, inadequate support from family, health workers and employers, inappropriate hospital practices, bad work conditions, misinformation from the infant food industry and cultural taboos are denied their rights. Obstacles that block a woman's ability to breastfeed must be removed.

Once a woman establishes breastfeeding, the practice can be empowering and contribute to gender equality. Conditions necessary for successful nurturing, including breastfeeding, are also conditions which reduce the subordination of women by challenging negative images of women and by emphasising the value of women's reproductive work.

To breastfeed is to be in control of your own body. It is also a challenge to the medicalisation of infant feeding and to the interests of the baby food industry that promotes artificial milk and bottle-feeding.

WBW is an opportunity to formally recognise breastfeeding as a Women's issue. During this WBW, let us work to remove obstacles women face and show how breastfeeding can be an act of strength, power and pleasure for women.

Let women see in breastfeeding a path towards confirming their own special power.

*Breastfeeding is best
for women, babies
families, nations,
and for the world.*

*It is natural, economical
and ecological. Breastfeeding is a
woman's right. To be breastfed is
a baby's right.*

