The World Alliance for Breastfeeding Action (WABA) is a global people’s initiative to protect, promote and support breastfeeding. WABA works in close liaison with the United Nations Children’s Fund (UNICEF). WABA organizes World Breastfeeding Week (WBW) annually, which is celebrated in over 120 countries by hundreds of groups and thousands of individuals. WABA does not accept sponsorship of any kind from companies producing breastmilk substitutes, related equipment and complementary foods. WABA requires that all World Breastfeeding Week (WBW) participants respect and follow these ethical guidelines. For more information, please contact: WABA, PO Box 1200, Penang 10850, Malaysia.  Fax: 604-6572655. Email: secr@waba.po.my

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