

CODE WATCH

25 YEARS OF PROTECTING BREASTFEEDING



- Improving breastfeeding practices could reduce infant and young child illness and death more than any other health strategy.
- The continued unethical marketing of breastmilk substitutes undermines breastfeeding.
- In 2006 we can celebrate success. Over 60 countries have legislated all or many provisions of the International Code of Marketing of Breastmilk Substitutes (the Code) which regulates this kind of marketing.
- But there is still much to do. Global companies invest millions in the promotion of infant feeding products.
- We can raise awareness of the Code in our communities and create imaginative tactics to assist authorities to keep the commitments they made at the World Health Assemblies.
- Together we can make a difference and save thousands of infant lives.

1 - 7 AUGUST 2006

WABA World Breastfeeding Week

Protects, Promotes and Supports Breastfeeding Worldwide



The World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organisations concerned with the protection, promotion and support of breastfeeding worldwide based on the Innocenti Declaration, the Ten Links for Nurturing the Future and the WHO/UNICEF Global Strategy for Infant and Young Child Feeding. Its core partners are International Baby Food Action Network (IBFAN), La Leche League International (LLL), International Lactation Consultant Association (ILCA), Wellstart International, Academy of Breastfeeding Medicine (ABM) and LINKAGES. WABA is in consultative status with UNICEF and an NGO in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC).

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