The World Alliance for Breastfeeding Action (WABA) is a global network of individuals and organisations worldwide 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 on Infant and Young Child Feeding. Its core partners are the International Baby Food Action Network (IBFAN), La Leche League International (LLLI), The Ten Links for Nurturing the Future and the WHO/UNICEF Global Strategy on Infant and Young Child Feeding.

WABA does not accept sponsorship of any kind from companies producing breastmilk substitutes, related equipment and complementary foods. WABA encourages all participants of World Breastfeeding Week to respect and follow this ethical position.